

**ANALYST &
INVESTOR
DAY 2018**

Safe Harbor

Non-GAAP Financial Measures

To supplement its consolidated financial statements, which are prepared and presented in accordance with U.S. GAAP, Wix uses the following non-GAAP financial measures: collections, non-GAAP gross margin, non-GAAP operating income (loss), free cash flow, non-GAAP net income (loss) and non-GAAP net income (loss) per share (collectively the "Non-GAAP financial measures"). Collections represents the total cash collected by us from our customers in a given period and is calculated by adding the change in deferred revenues for a particular period to revenues for the same period. Non-GAAP gross margin represents gross profit calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, acquisition-related costs and amortization, divided by revenue. Non-GAAP operating income (loss) represents operating income (loss) calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, amortization, and acquisition-related costs. Non-GAAP net income (loss) represents net loss calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, amortization, tax benefit related to exercise of options and acquisition-related costs. Non-GAAP net income (loss) per share represents non-GAAP net income (loss) divided by the weighted average number of shares used in computing GAAP loss per share. Free cash flow represents net cash provided by (used in) operating activities less capital expenditures.

The presentation of this financial information is not intended to be considered in isolation or as a substitute for, or superior to, the financial information prepared and presented in accordance with GAAP. The Company uses these non-GAAP financial measures for financial and operational decision making and as a means to evaluate period-to-period comparisons. The Company believes that these measures provide useful information about operating results, enhance the overall understanding of past financial performance and future prospects, and allow for greater transparency with respect to key metrics used by management in its financial and operational decision making.

For more information on the non-GAAP financial measures, please see the "Reconciliation of GAAP to Non-GAAP Financial Measures" table in this press release. This accompanying table has more details on the GAAP financial measures that are most directly comparable to non-GAAP financial measures and the related reconciliations between these financial measures. The Company has not reconciled its guidance as to free cash flow to cash flow from operations because it does not provide guidance for cash flow from operations. As items that impact cash flow from operations are out of the Company's control and/or cannot be reasonably predicted, the Company is unable to provide such guidance. Accordingly, a reconciliation to cash flow from operations is not available without unreasonable effort.

Forward-Looking Statements

This press release contains forward-looking statements, within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties. Such forward-looking statements may include projections regarding our future performance, including, but not limited to revenue, collections and free cash flow, the availability, merchantability or functionality of certain new products or features and their anticipated product demand and customer satisfaction, and may be identified by words like "anticipate," "assume," "believe," "continue," "could," "estimate," "expect," "intend," "may," "plan," "potential," "predict," "project," "outlook," "future," "will," "seek" and similar terms or phrases. The forward-looking statements contained in this press release, including the full year guidance, are based on management's current expectations, which are subject to uncertainty, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Important factors that could cause our actual results to differ materially from those indicated in the forward-looking statements include, among others, our ability to grow our user base and premium subscriptions; our ability to maintain and enhance our brand and reputation; our ability to manage the growth of our infrastructure effectively; our prediction of the future collections generated by our user cohorts; our ability to effectively execute our initiatives to scale and improve our user support function; customer acceptance of new products and other challenges inherent in new product development, changes to technologies used in our solutions or in global, national, regional or local economic, business, competitive, market, regulatory and other factors discussed under the heading "Risk Factors" in the Company's 2017 annual report on Form 20-F filed with the Securities and Exchange Commission on March 29, 2018. Any forward-looking statement made by us in this press release speaks only as of the date hereof. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future developments or otherwise.

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DAY 2018**

Wix.com

Mark Tluszc

Chairman

Avishai Abrahami

Co-Founder and CEO

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DAY 2018**

WIX.com

Our Vision

Where any business,
community or person can
create their dreams online

Many Others Have Not Had Success

~~Apple - iWeb~~

~~Microsoft - FrontPage~~

~~Microsoft - SharePoint~~

~~Intuit - Homestead~~

~~Adobe - Muse~~

~~Microsoft - Expression~~

~~Adobe - Project Rome~~

~~Adobe - Catalyst~~

Create the Website You Want

[Get Started >](#)





Summer Wear

Explore our
summer outerwear



S- 18

Rain Slicker
Water resistant

Change Image



Explore our summer outerwear collection

BOOK A ROOM

May 2018

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Buy Album \$9.99 Share Album

Running
T KAHN

South of the Bronx
T KAHN / South of the Bronx

00:04 / 02:51

- 1 South of the Bronx / T KAHN 02:51
- 2 Roots / T KAHN 03:16
- 3 Court Yard / T KAHN 03:19
- 4 The Ladies / T KAHN 02:43

VINYASA YOGA
1 hr | \$10
Book It

ASHTANGA YOGA

Thank you and enjoy

HATHA YOGA
1 hr | \$10
Book It

Ceramic Planters

018_ EXPLORE

Potted Cactus
\$13.00

The key element in an industrial chair is the blend of wood and metal. Inspired by days spent at the beach house you'll bring that extra something special to your home.

Color

Quantity

ADD TO CART

Buy Now

WixOS

Wix

WixCode

Wix Customer Experience

CRM

WixAnswers

Website building

WixADI

Wix Editor

WixCode

Mobile & Desktop

Marketing & Branding Tools

WixShoutOut
E-mail Marketing

WixSEO Wizard

WixSocial Posts

WixGet Subscribers

Verticals / ERP

WixStores

WixBookings

WixHotels

WixRestaurants

WixMusic

WixPhotography

WixBlog

WixEvents

WixCashier

Wix Mobile App

130M

Registered
Users

2M

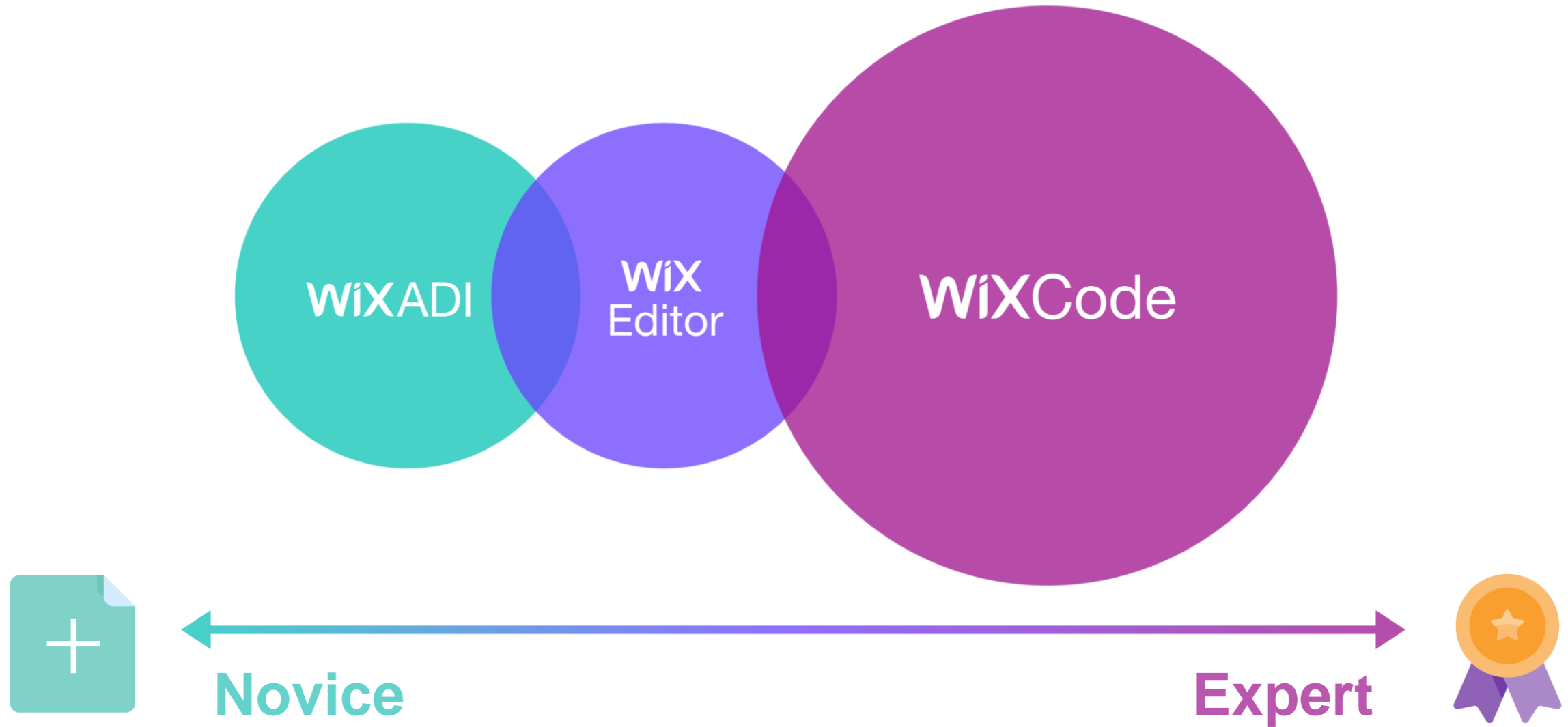
New registered
users every
month

“If you build it, they will come”

This is the dream behind every startup:
you build something, and the magic happens

People are coming, and they use and love your
product

2 million new users per month



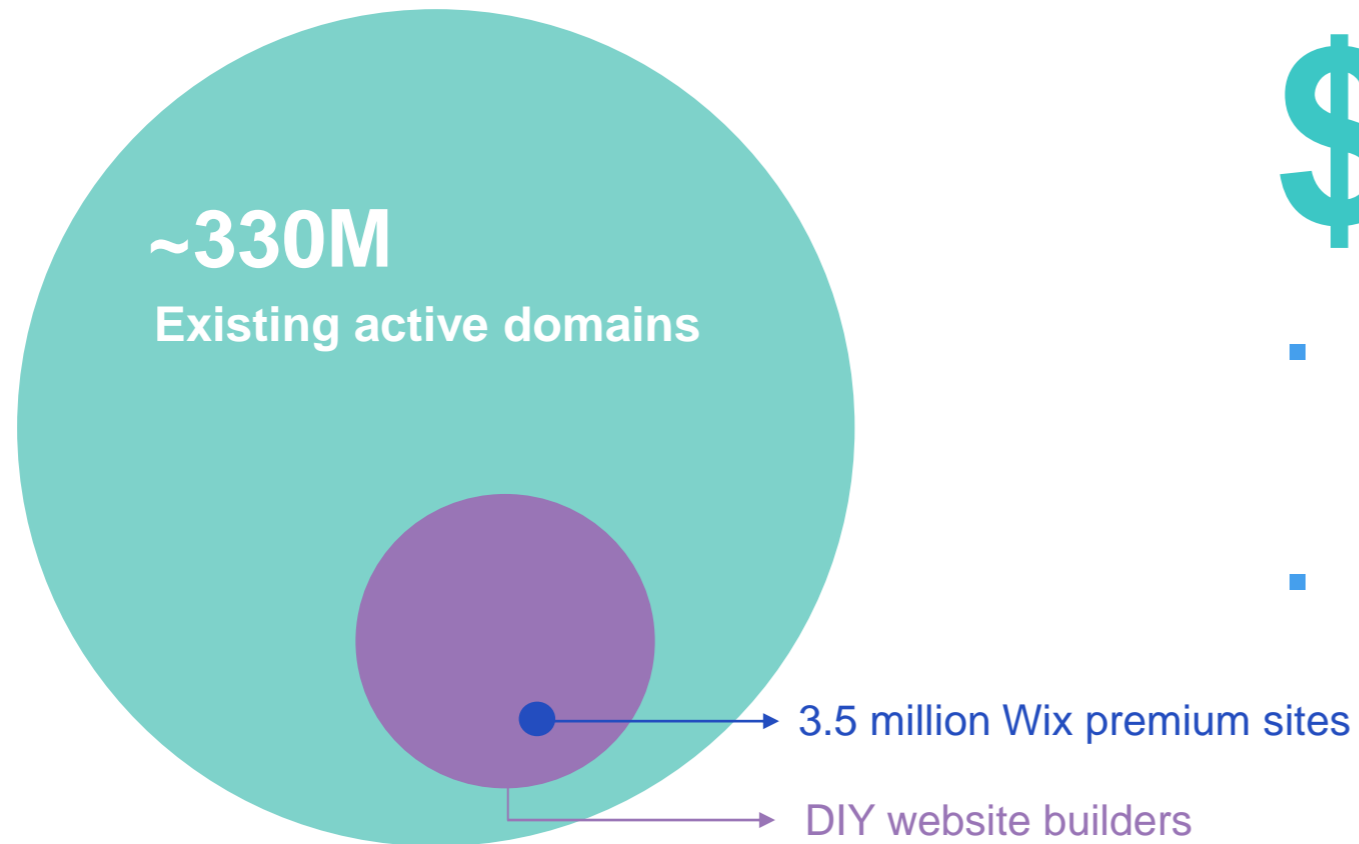
Huge Market:

24 million software
developers globally

Fast Growth:

+24% growth in software
developer jobs 2016-2026

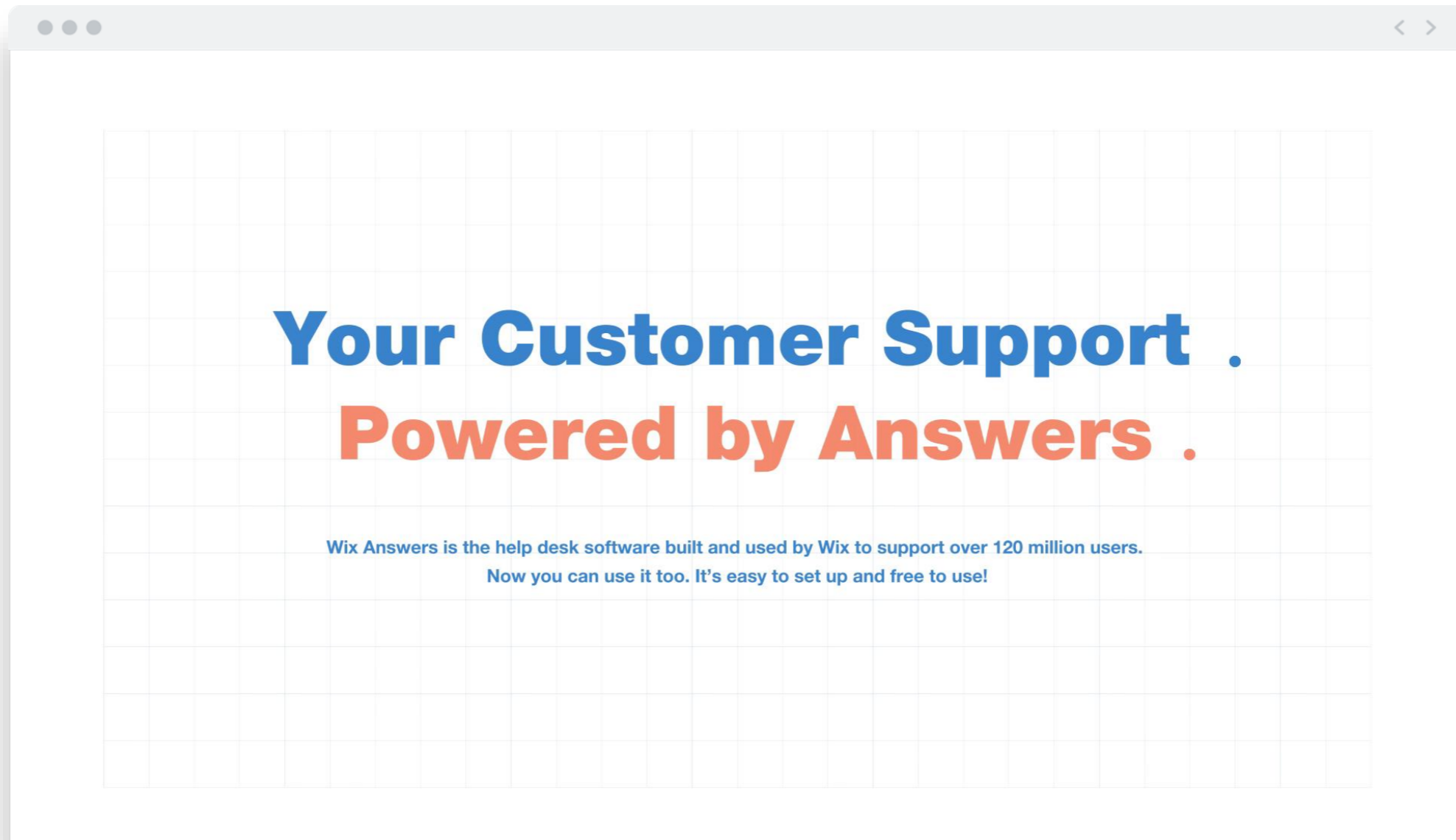
Wix Code Expands Addressable Market by 10X



\$300B+

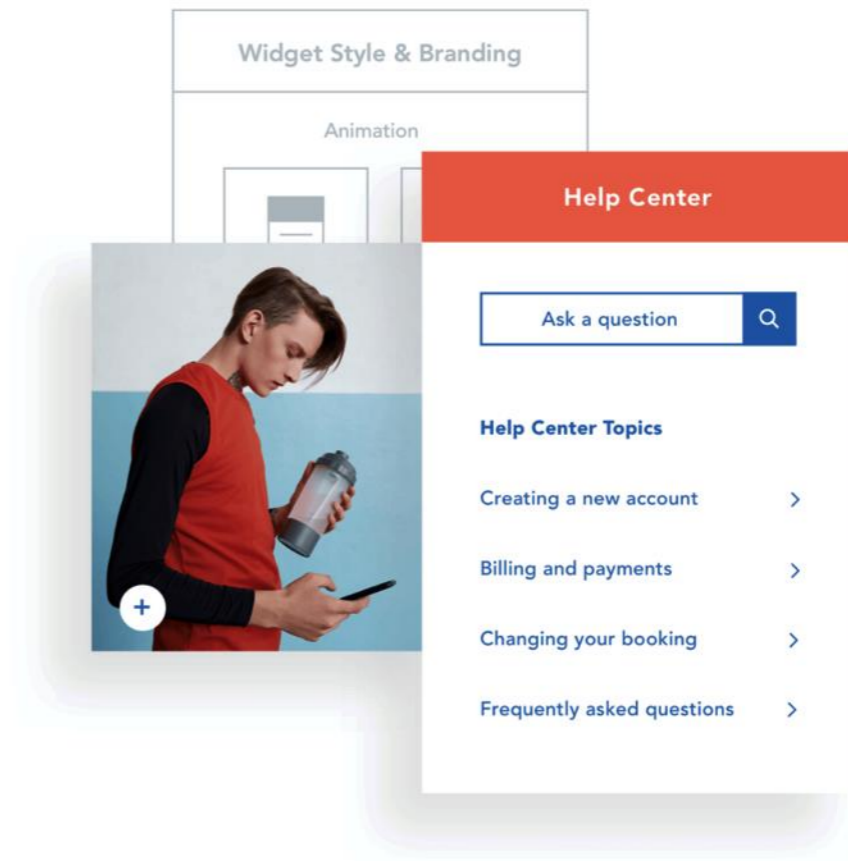
- Every time we improve capabilities at Wix, the DIY website builder opportunity expands
- Wix Code expands the entire opportunity

Wix Answers – The Power of the Wix Platform



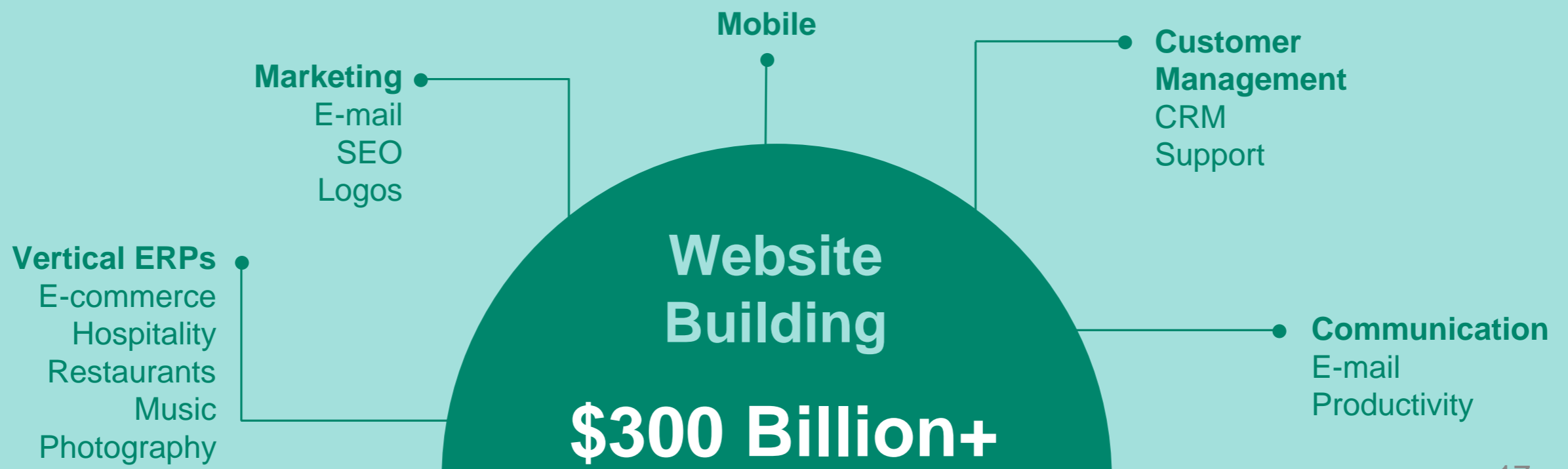
Wix Answers – The Power of the Wix Platform

- Multi-billion dollar industry
- Built internally
- Minimal incremental investment
- Minimal incremental marketing
- Low barriers for user to implement

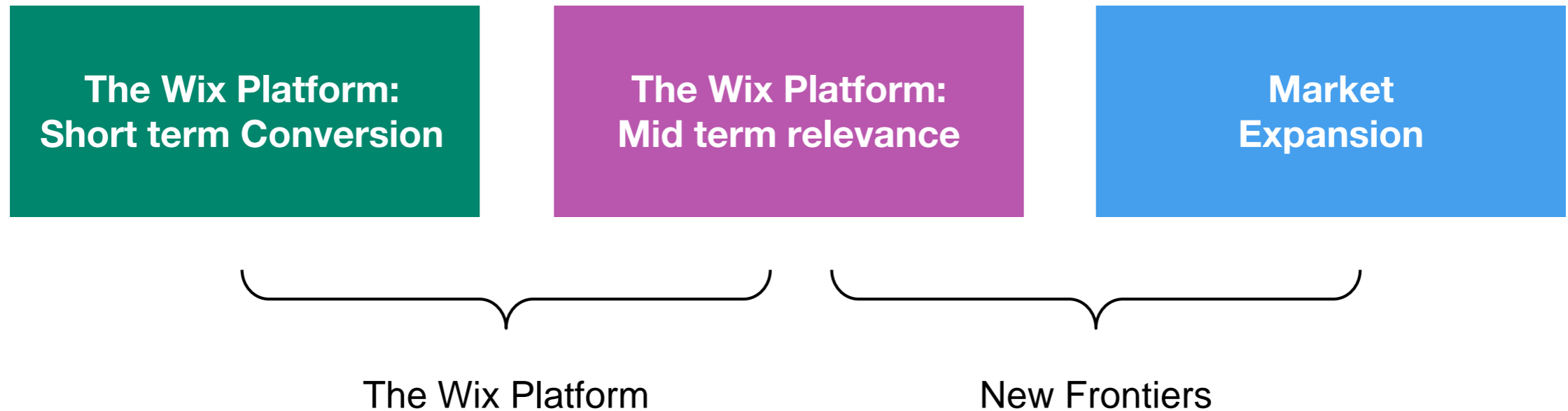


Manage & Grow Your Business

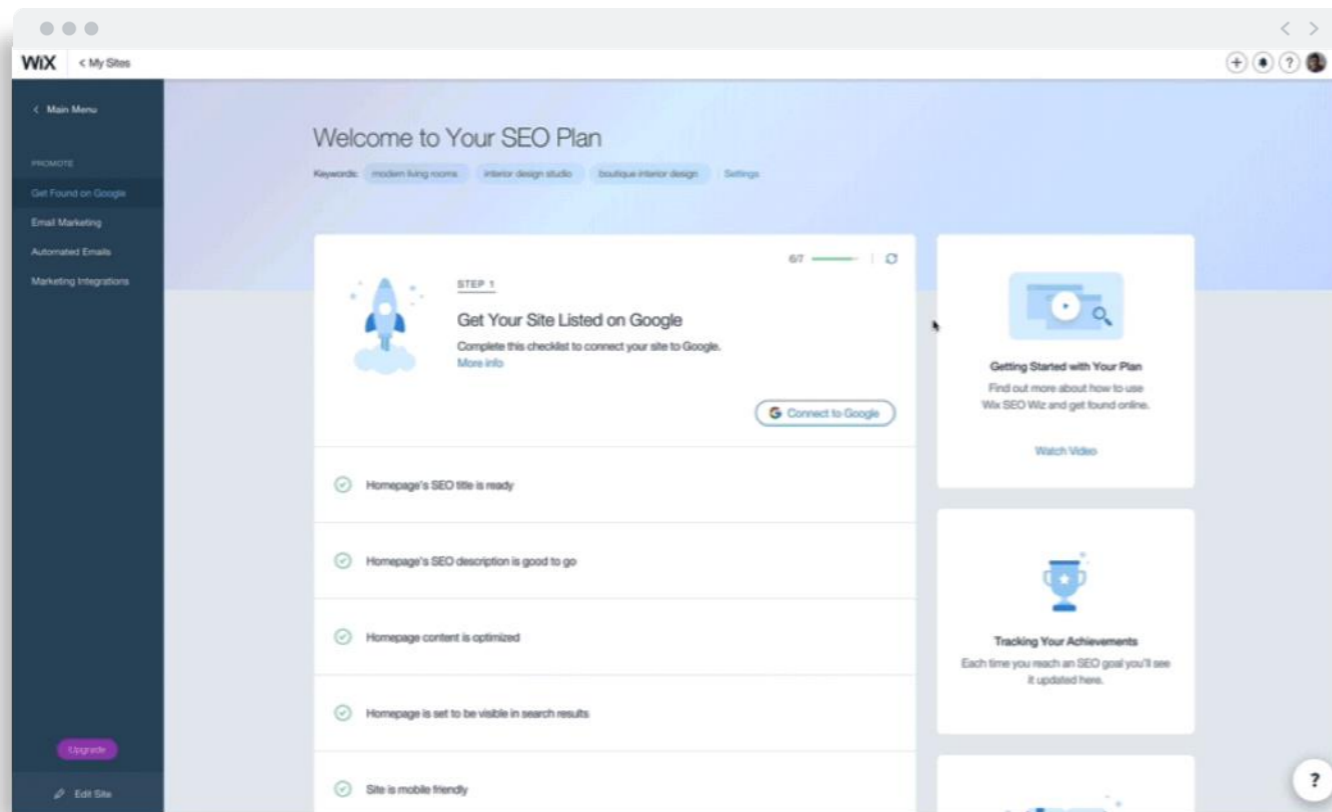
Multi-\$100 Billion+



The Wix R&D Framework



Google Search Console & Wix SEO Wiz Integration

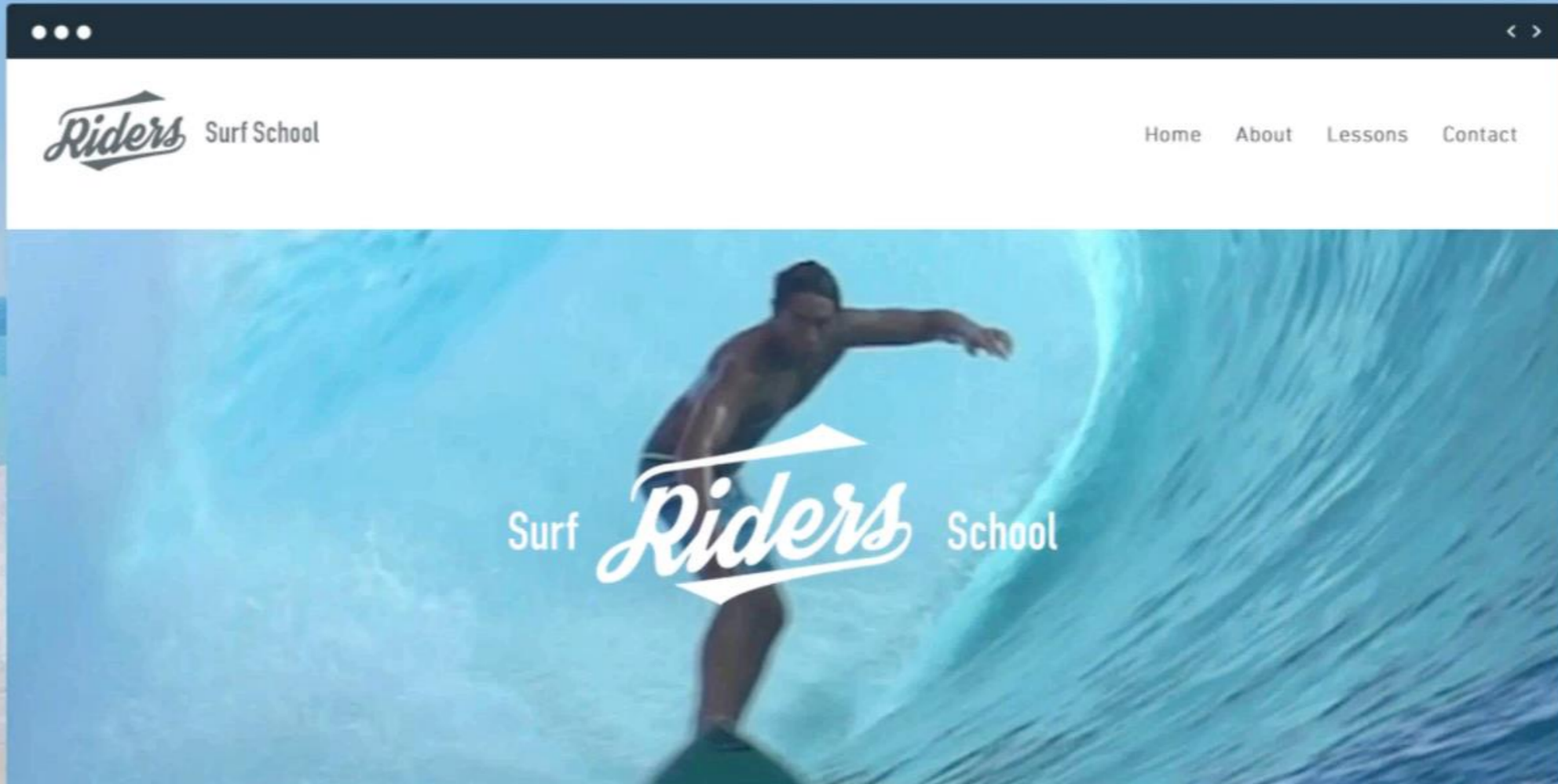


- **Connect to Google**
One click to submit your website to Google through Wix
- **Instant Indexing**
It takes less than 30 seconds to index your site

A Revolutionary Way to Showcase Your Videos

Add Wix Video

Watch Video





1 BILLION USERS

THE NEXT BIG THING

WixCode Creation Without Limits

David “Dedi” Schwartz, VP Product

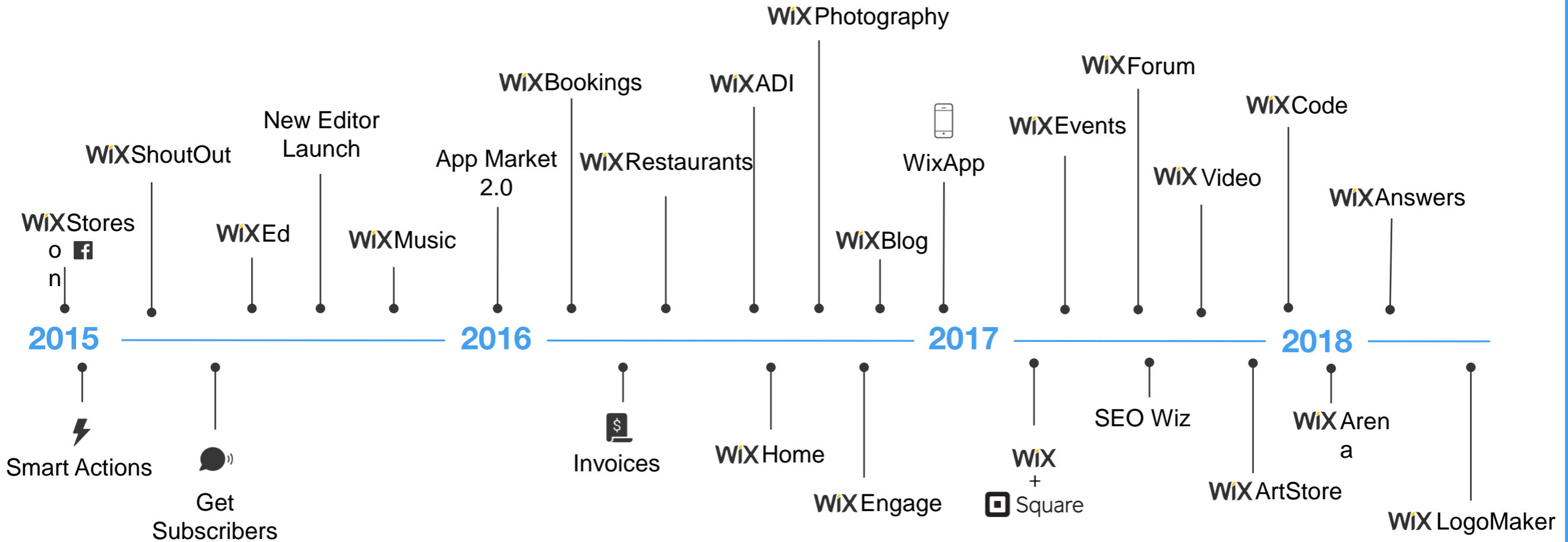
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WIX.com

Our Vision

Where any business,
community or person can
create their dreams online

Product Development



Types of Wix Code Users



Wix Users

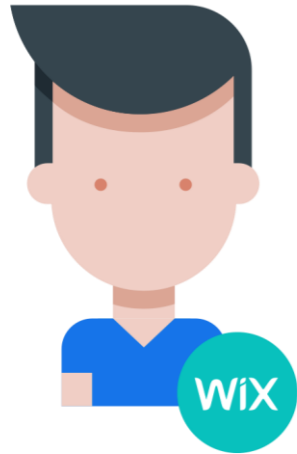


Wix Experts
and Agencies



Pro Developers

Wix Users



Don't need to know how to code

Can easily setup a database

Can add info entered by their visitors

Create dynamic pages based on the data

MY RECIPES



CHOCOLATE TRUFFLES

Recipe originally published by [Foodista.com](https://www.foodista.com)

Ingredients

15 dried dates (pitted)
3/4 cups sliced or slivered almonds
1/2 cup pecans
1/4 cup cocoa powder
1 teaspoon vanilla extract
1 tablespoon agave nectar (or honey)
1/4 teaspoon sea salt
1 cup hot water

Optional Truffle Coating: Coconut flakes, sprinkles, cocoa powder or crushed nuts

Preparation

Soak dates in hot water while you prepare the rest of the ingredients (about 5 minutes). The water should be hot to the touch, but not scalding. Process the almonds in a food processor until a coarse almond meal is formed. Add pecans and process until they are ground up into a coarse meal as well. Drain the dates.

My Personal Take on This Recipe

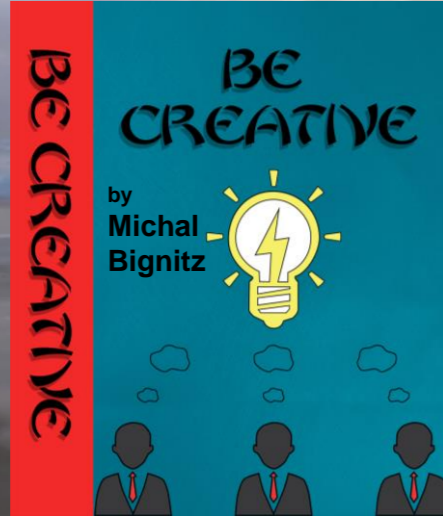
Chocolate lover? Who isn't. You may think truffles are difficult, but you'll be pleasantly surprised at how easy it is to do yourself. Try this recipe and you'll be winning at the dessert game. I PROMISE!

Book Details

Be Creative
Michal Bignitz
2018

Want to Borrow?

Sorry, this book is currently in use



Owner	Date Shared	Condition	Category
Michalb@becreative.com	1/1/2017	Good	Business

Status	LentTo	Date Borrowed	Due Back
In use	matthew.lepahe@gmail.com	28/02/2017	29/06/2018

NEW ASSIGNMENTS

PROUDLY SERVING VANCOUVER FOR OVER 20 YEARS



#3006 BURNABY

2 **2** **731**

Bedroom Bathroom Interior SqFt

2 Bedroom facing North with 1 parking and 1 locker in prime Brentwood area.

[VIEW ASSIGNMENT →](#)



#2210 NEW WESTMINSTER

1 **1** **616**

Bedroom Bathroom Interior SqFt

1 Bedroom facing Northwest with 1 parking and 1 storage in prime New Westminister area.

[VIEW ASSIGNMENT →](#)



#707 COQUITLAM

2 **2** **1035**

Bedroom Bathroom Interior SqFt

2 Bedroom facing Northwest with 1 parking and 1 storage locker in Coquitlam West area.

[VIEW ASSIGNMENT →](#)



#607 COQUITLAM

2 **2** **1035**

Bedroom Bathroom Interior SqFt

2 Bedroom facing Northwest with 1 parking and 1 storage locker in Coquitlam West area.

[VIEW ASSIGNMENT →](#)



#129 RICHMOND

1 **1** **652**

Bedroom Bathroom Interior SqFt

1 Bedroom facing East with 1 parking in Richmond's West Cambie area.

[VIEW ASSIGNMENT →](#)



Wix Users



Are becoming more advanced and sophisticated

Before Wix Code

**When they needed a
database, there was
no solution at Wix**

With Wix Code

**They come, they
have a solution
and they convert**

Wix Experts and Agencies



Build professional websites for others.

Need to build exactly to customers' requirements.

Before Wix Code: they built on Wix, but if there was no solution for these specific requirements, they went to other platforms.

With Wix Code you can use APIs to add any feature or app, allowing experts to build professional, high GMV stores on Wix.

You Design it, We Make it.

This season, create the only shoe your suitcase needs. Choose colors and materials you can dress up or down for a go-to look fit for every summer getaway.



BASE
CAGE
MIDSOLE
TOECAP
LINING
LACES
SIZE ▾
- 1 +



Delivered in 3-5 weeks



ADD TO CART - 200.00\$

Wix Experts and Agencies



Use APIs to modify any Wix element

Develop on top of existing Wix Verticals like hotels, music, photography, restaurants, bookings

Integrate into existing Wix features like chat, invoices and email marketing

Pro Developers



Before Wix Code

**Came to Wix to build
only web sites**

With Wix Code

**Come to Wix to build any
web application they want**

Pro Developers



Wix Code removes the hassles of:

Security	SEO	GDPR
Maintenance	Server & dev environment	Building simple components

Wix offers many vertical applications **but**
there is a demand for many more vertical solutions

**With Wix Code developers can
build an entire vertical solution and
even offer it to others.**

Driving Growth, Building the Brand.

Omer Shai, CMO

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WIX.com

How we increase our marketing investment while maintaining efficiency.

What is TROI?

Time to Return On (Marketing) Investment

**Our goal is to keep TROI of
7-9 months, while constantly
increasing marketing investment.**

To calculate effective acquisition cost, we constantly measure ourselves with this formula:

Collections \$
per subscription

Acquisition Cost
per subscription

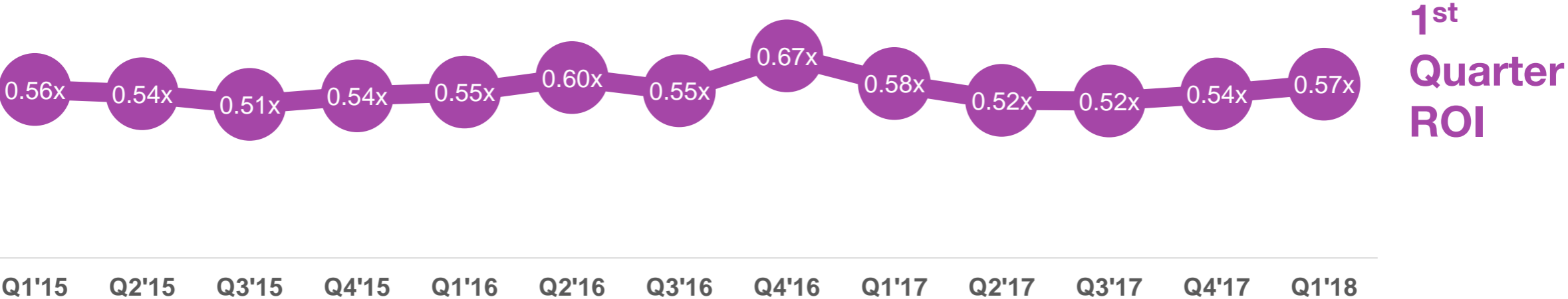
Effective Acquisition Cost for Q1'18

Collections \$
per subscription

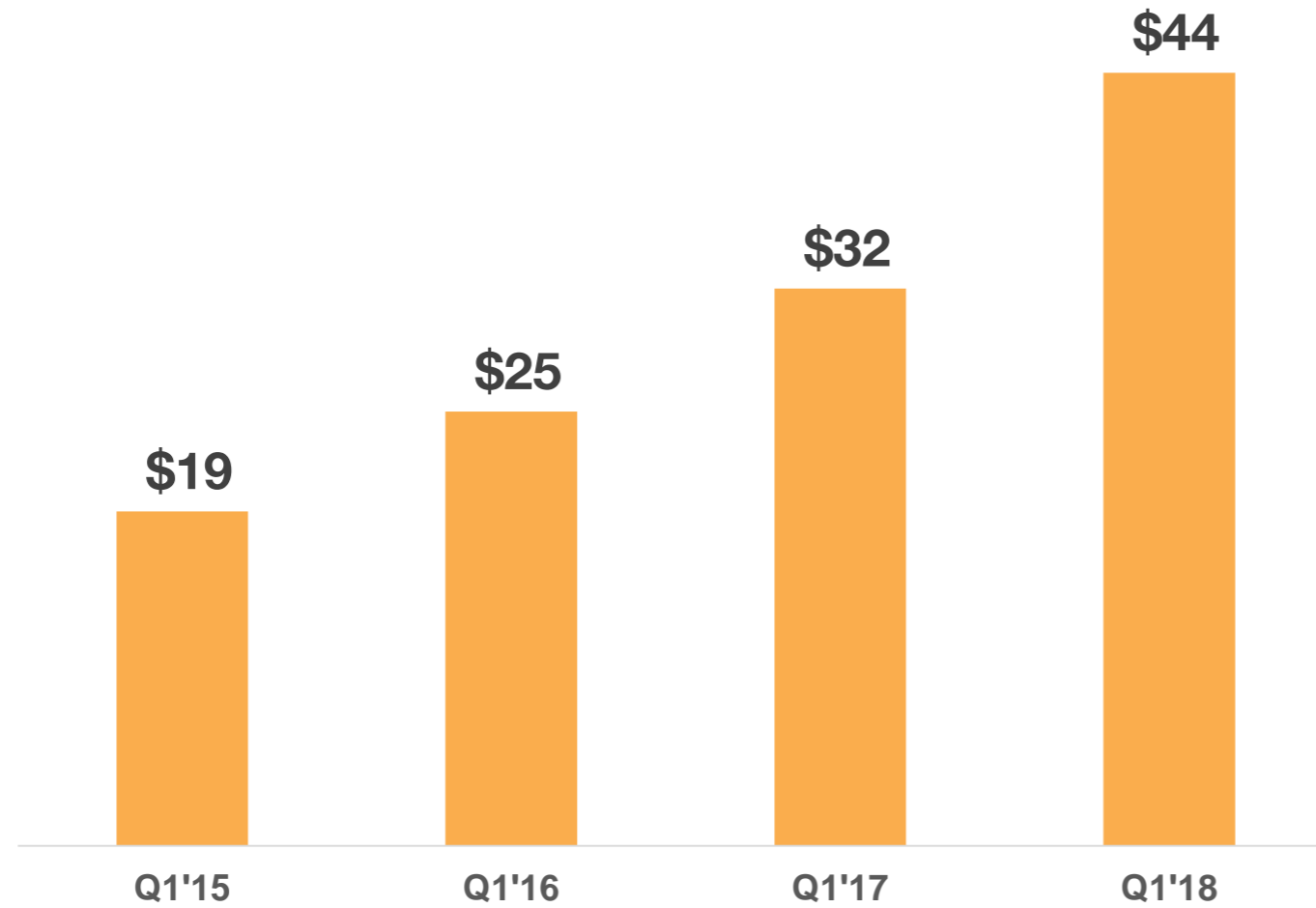
Acquisition Cost
per subscription

= 0.57x

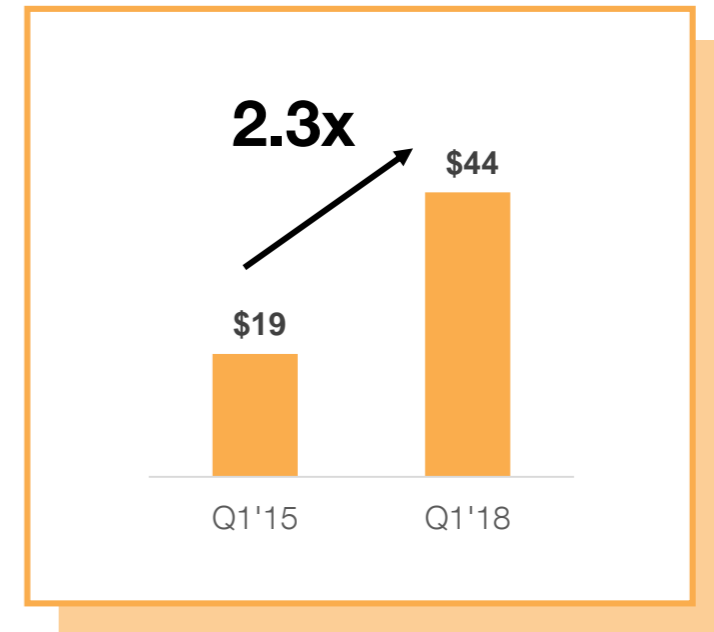
TROI Remained Stable Over the Last 3 Years



Marketing Investment Has More Than Doubled

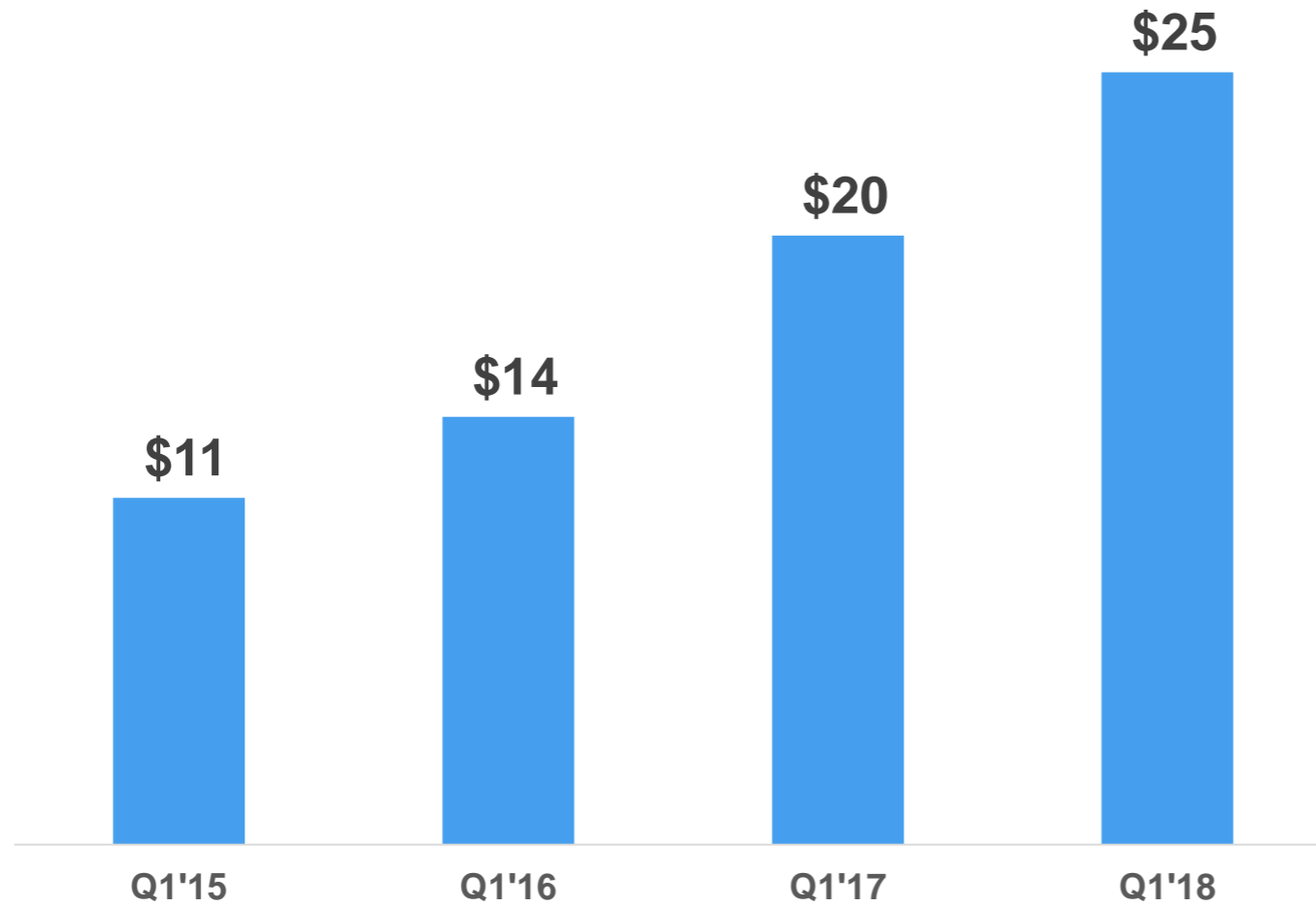


Marketing Investment (\$ millions)

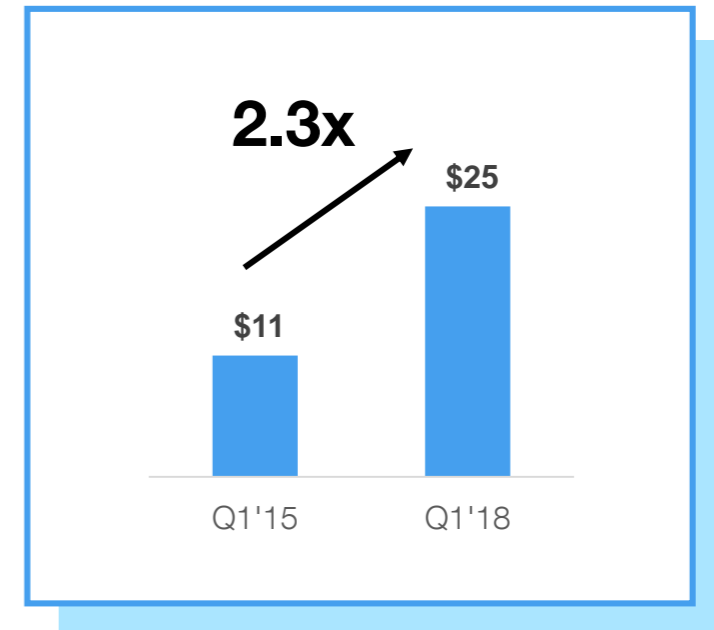


Note: Excludes ~\$6 million in Q1'15, ~\$7 million in Q1'16, ~\$9 million in Q1'17 and ~\$4 million in Q1'18 of brand marketing expenses

The Result: Collections Have More Than Doubled



**Cohort
Net Collections
(\$ millions)**



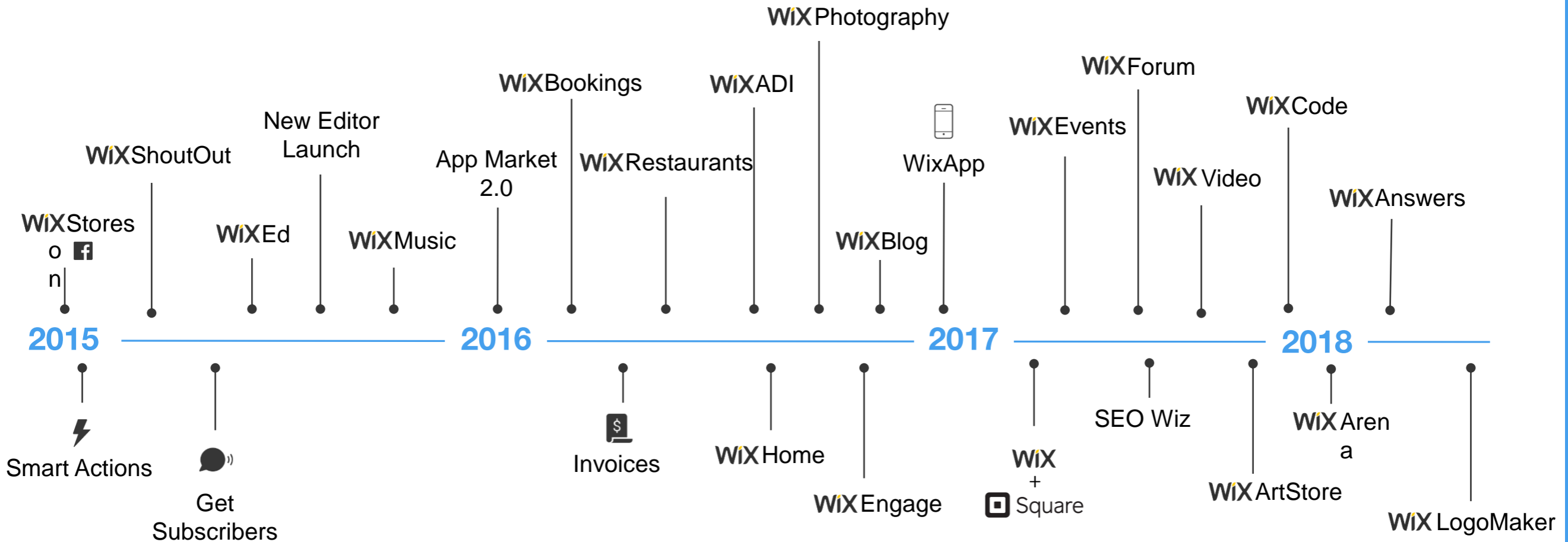
**Is acquisition cost per
premium subscription going up?**

No.

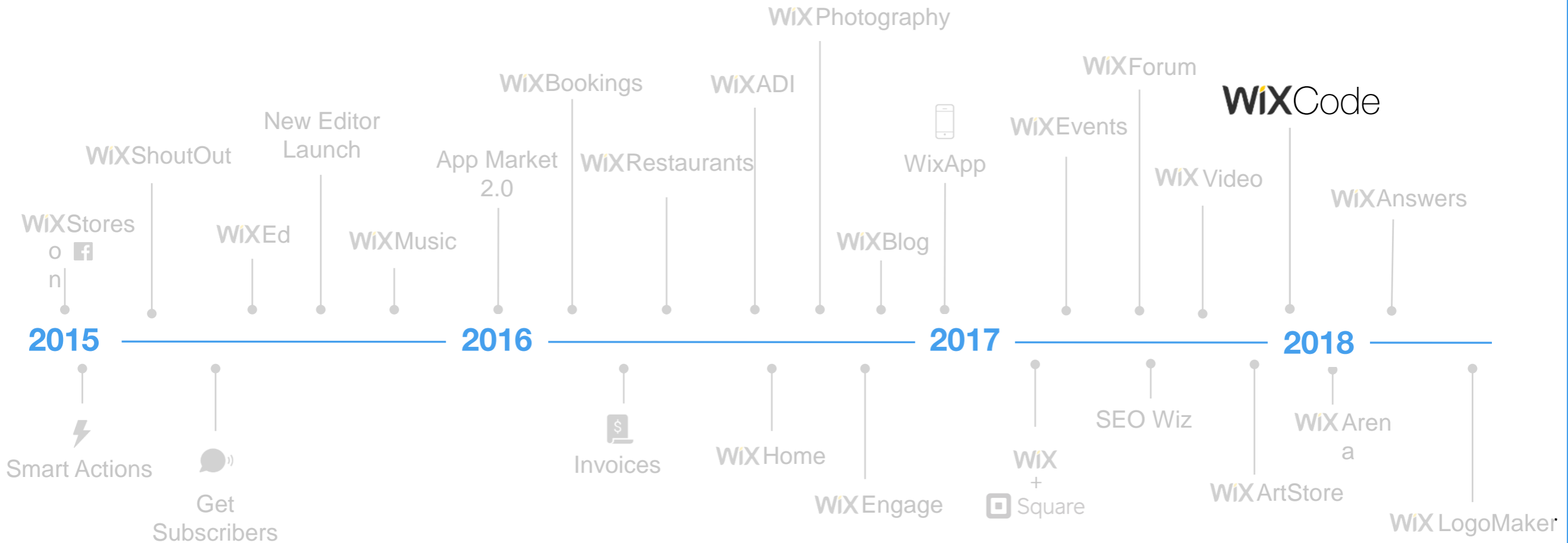
How We're Doing It

- Expanding our product offering and improving our ARPU
- Constant funnel optimization
- Improving customer support
- Ongoing optimization of marketing efforts
- Building the brand

Product Development



Product Development



Types of Wix Code Users



Wix Users

- Proficient with Wix features
- Can easily use the non-coding elements of Wix Code



Wix Experts and Agencies

- Use Wix for some projects but do projects on other platforms as well
- Due to Wix Code, we expect more projects on Wix



Pro Developers

- Have never used or considered Wix
- Looking to save time and resources to increase throughput

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First Ever Wix Expert Convention - Miami, May 2018





Case study

Nayeli Gomez

Wix user since 2010

YouTube Search

TOTA{}Y CODABLE
CODE QUEEN NAYELI
www.totallycodable.com


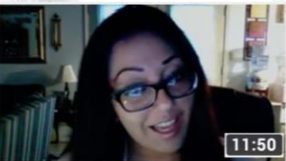










Totally Codable

Code Queen
1,346 subscribers

SUBSCRIBE 1.3K

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

Uploads PLAY ALL SORT BY

 <p>9:59</p> <p>Wix Design Expert - From Wix to Wix Code Database - Wh...</p> <p>548 views • 9 months ago</p>	 <p>11:50</p> <p>How to animate slideshows on Wix Code</p> <p>167 views • 3 weeks ago</p>	 <p>8:10</p> <p>Send Emails with Wix Code and Wix Shoutouts</p> <p>597 views • 1 month ago</p>	 <p>12:04</p> <p>How to combine values in Wix Code - Checkboxes...</p> <p>308 views • 1 month ago</p>	 <p>16:44</p> <p>How to create a double collapsing effect with Wix...</p> <p>882 views • 2 months ago</p>	 <p>8:48</p> <p>How to use Repeaters on Wix Code</p> <p>1.2K views • 3 months ago</p>
 <p>14:57</p>		 <p>15:50</p>	 <p>0:13</p>	 <p>21:44</p>	 <p>38:00</p>

Code Queen Tutorial YouTube Channel

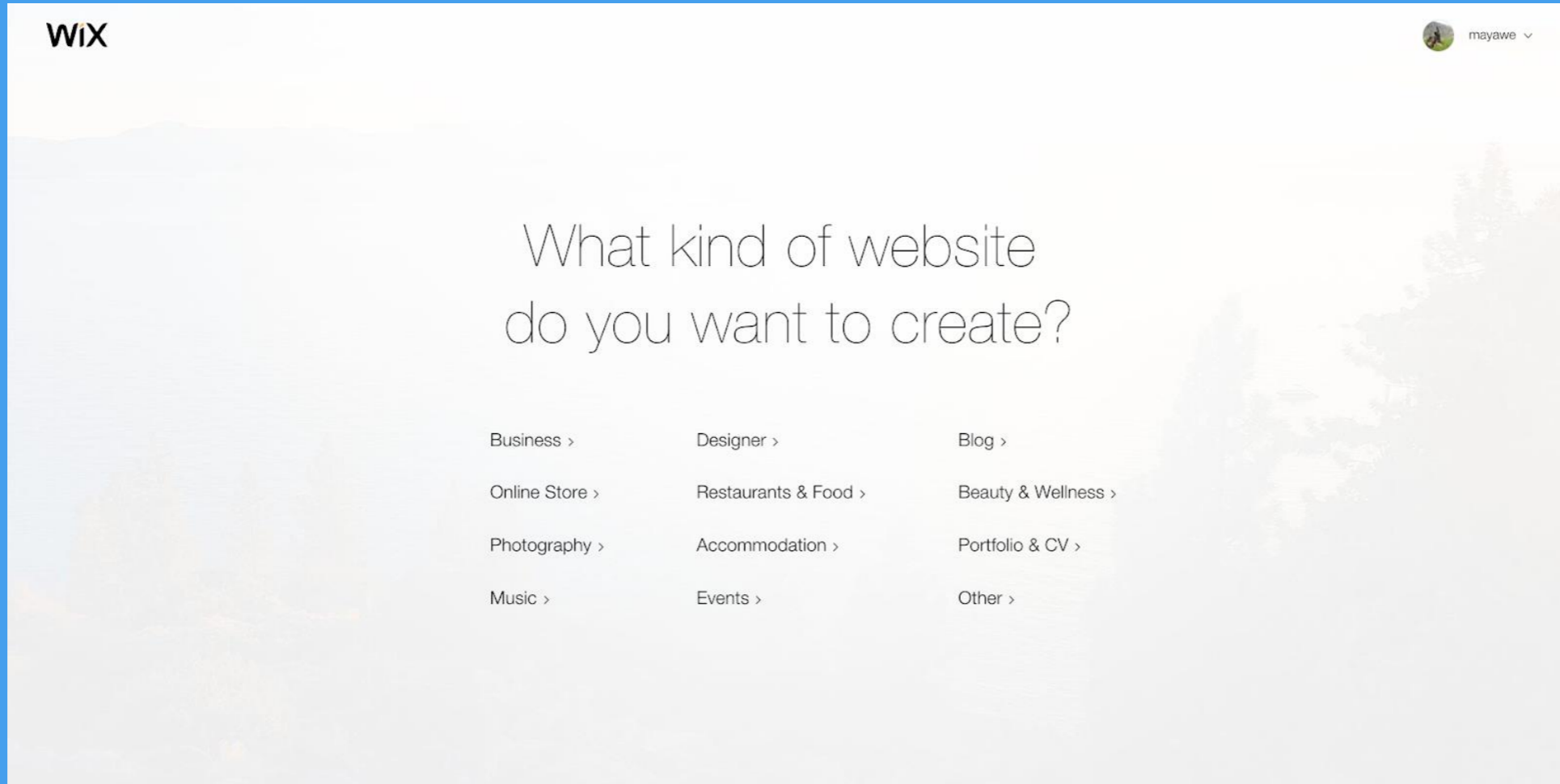
In 2018, we're building an ecosystem for **web designers and developers** with the tools and resources to **successfully grow and manage their business.**

Funnel Optimization

We test **everything**.

We did 11,000 tests across
the company in 2017.

Before



Wix

— LET'S GET STARTED

**We want your Wix experience
to be perfect for your needs.
Answer a few questions to help
us get to know you better.**

Let's Do It

[Skip](#)

Wix

— LET'S GET STARTED

**We want your Wix experience
to be perfect for your needs.
Answer a few questions to help
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Let's Do It

[Skip](#)

Improving Customer Support

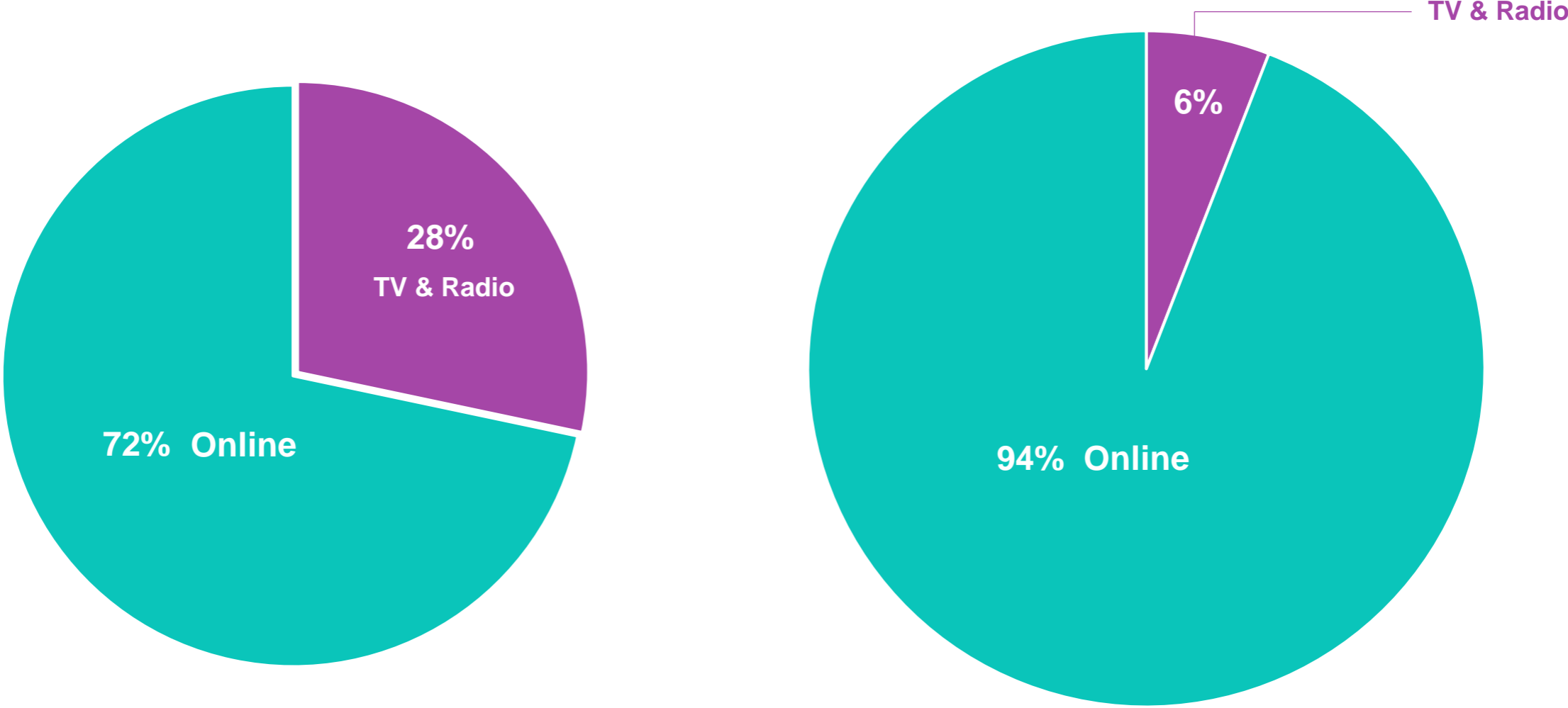
- **Wix Answers**
- Increased headcount 3x since 2016
- Call back service within 2 minutes
- Opening Europe customer support in Q4'18
- All with minimal effect on gross margin

Optimization of Marketing Efforts

Our Team

- 220 employees
- 17 languages
- 18 different countries of origin
- ALL marketing activities are done in house

In 2017, We Moved Away from TV to ONLINE

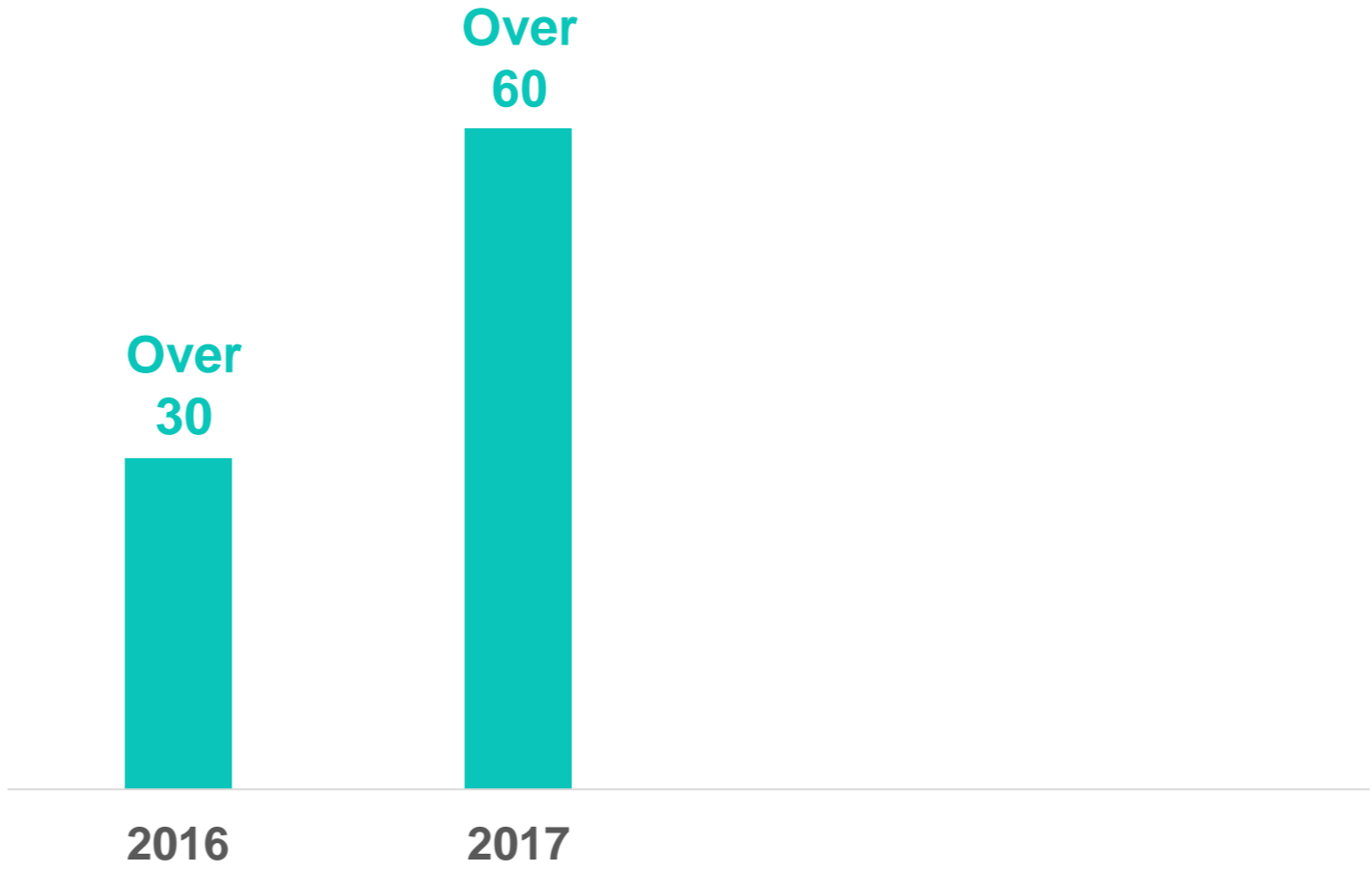


2016 Total Investment: \$84M

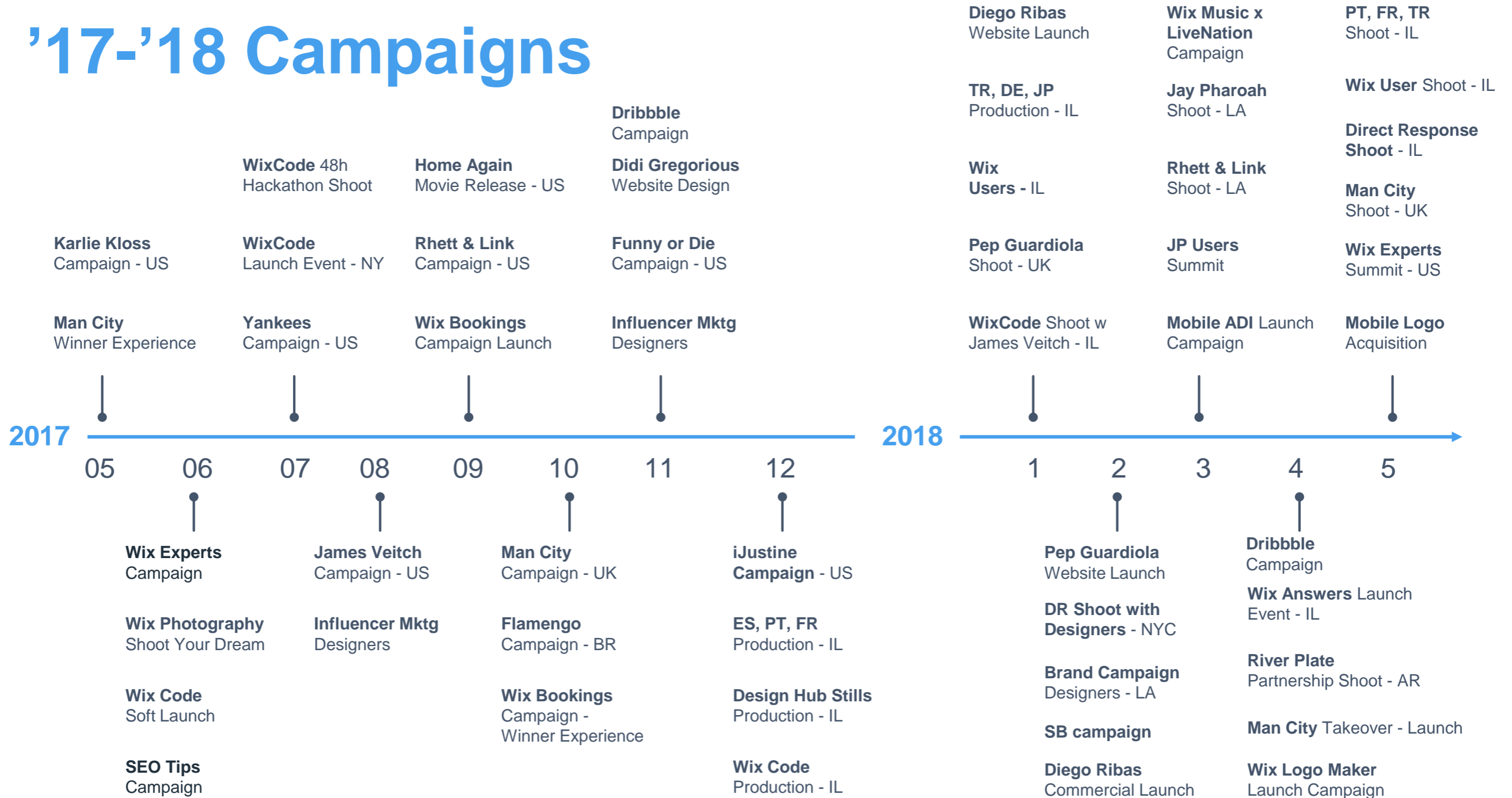
2017 Total Investment : \$118M

Intent-Driven Global Branding

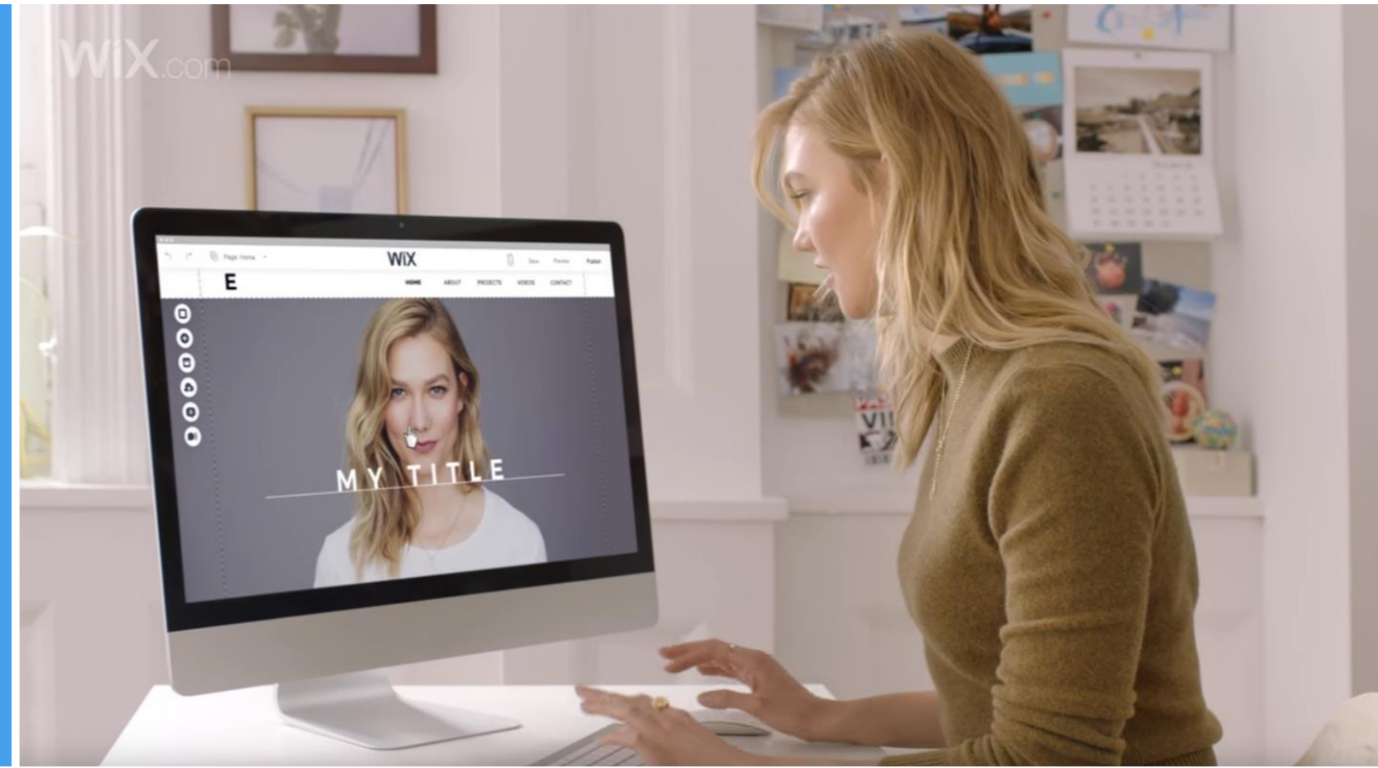
Number of Campaigns



'17-'18 Campaigns



Creative





Creative



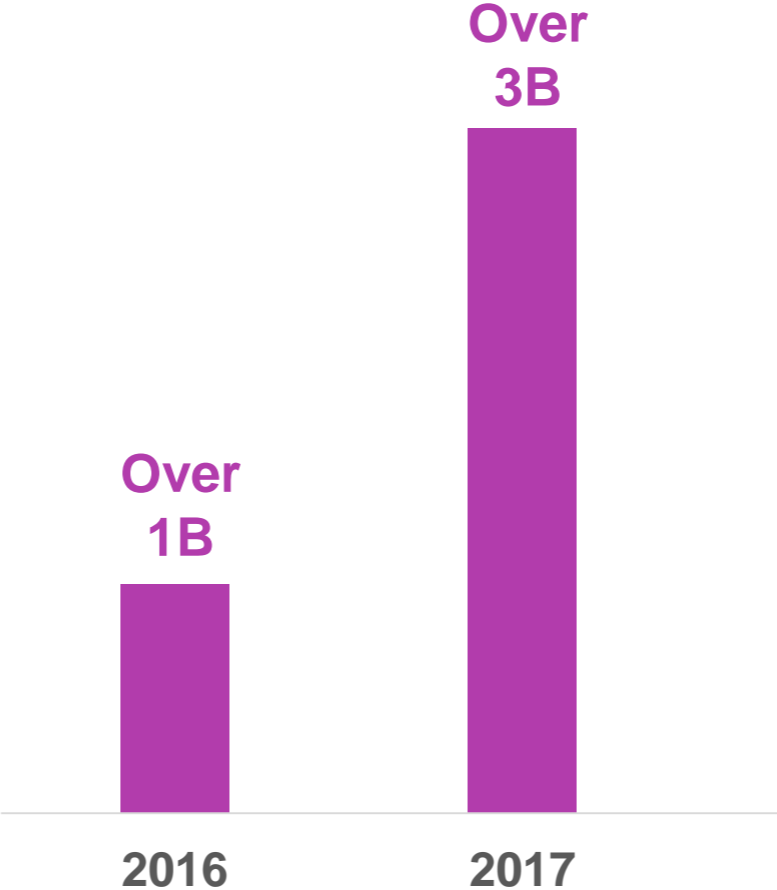
Global Approach

17 Languages

191 Countries

The Results

Online Impressions Worldwide








Building the Brand

We're building Wix to be one of
the **top 100 brands** in the world

**WIX.com is the
strongest brand
in the industry**

Highest Searched Brand in Category

Avg. Monthly Search Queries per Search Term Worldwide

Keyword (by relevance)	Avg. monthly searches (Jan-Mar 2018)
 Wix.com	4,090,000
 GoDaddy	3,350,000
 WORDPRESS	3,350,000
 SQUARESPACE	1,000,000
 weebly	823,000

Brand Building

Bringing users through other channels

- Partnerships
- Super Bowl
- Influencer Marketing
- Podcasts and more



Global Partnerships

Partnerships are a great way to reach new audiences in an engaging way.

NY Yankees and **Manchester City FC** partnerships keep going strong.

In 2017, we partnered up with **FC Flamengo** from Rio de Janeiro, Brazil.



We have **maintained our marketing efficiency** while our marketing investment more than **doubled** over the last three years.

How our Business Model Drives Growth

Nir Zohar, President & COO

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WIX.com

Overview

- Subscription + freemium drives consistency and predictability
- Marketing driven by Time to Return On Investment
- Strong cohort behavior with no churn
- Significant cohort value

Registered User

Created an account, for free

User Cohort

Aggregation of users added in given time period

Premium Subscription

A package purchased by a user; a single user can purchase more than one subscription

Subscription + Freemium



Journey of a User

Visits
Wix.com
via free
or paid
channel



Registers
with
e-mail
address



Creates a
site with
Wix Editor
or Wix ADI



Finishes
site and
publishes
to the web



Purchases a
Premium
Subscription
package

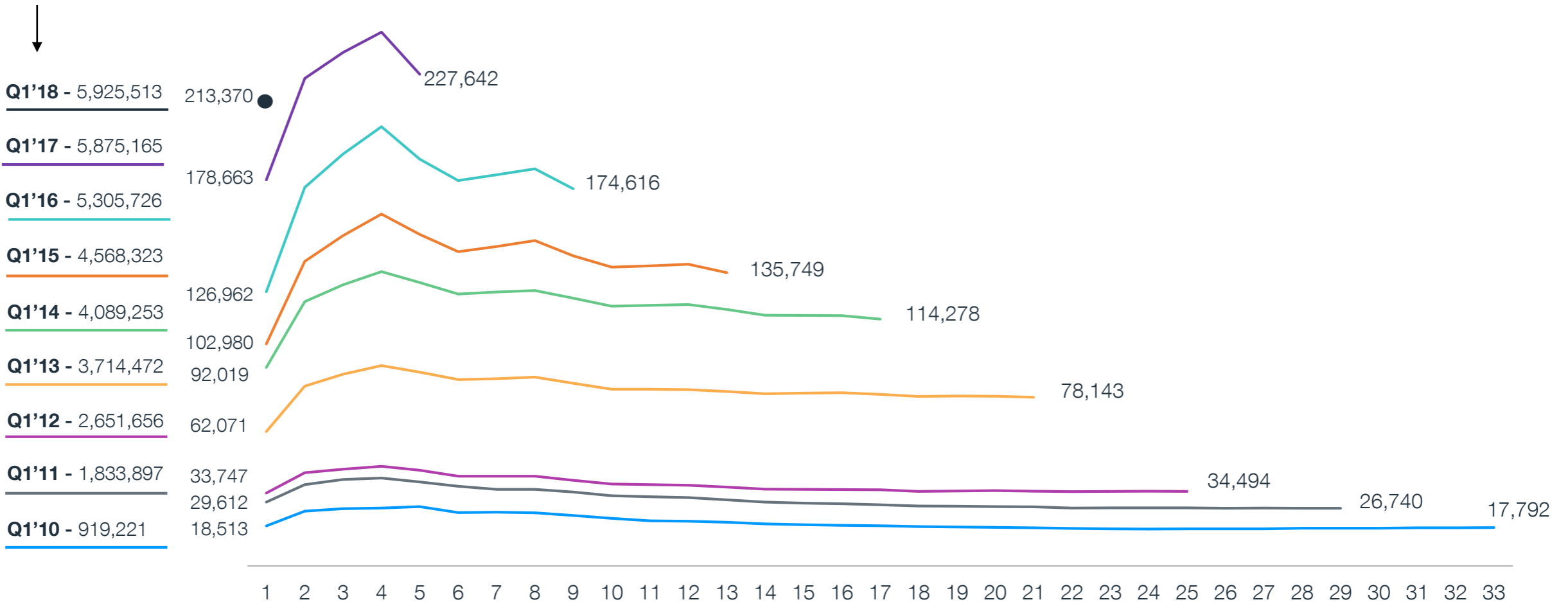
Free

Subscription

Consistent Behavior Over the Long Term

Active Premium Subscriptions from Q1 User Cohorts

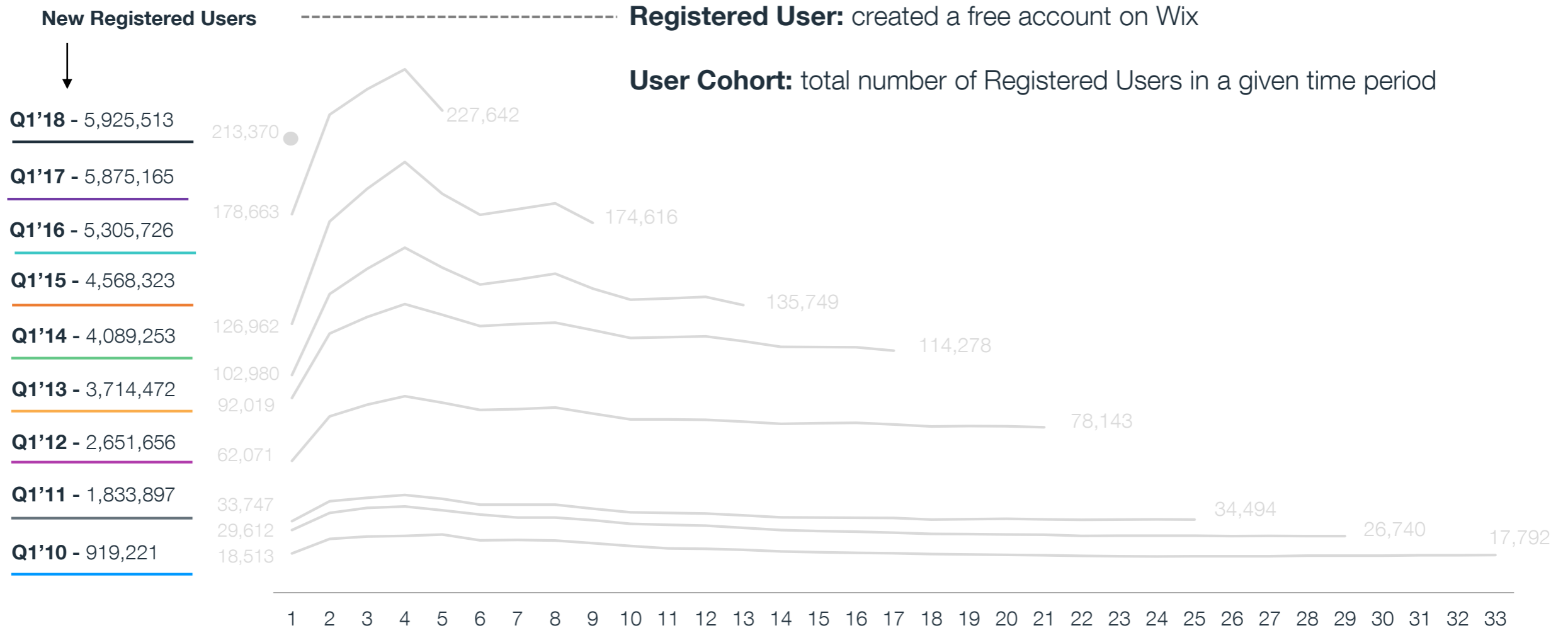
New Registered Users



Note: Data as of March 31, 2018

Consistent Cohort Behavior Over the Long Term

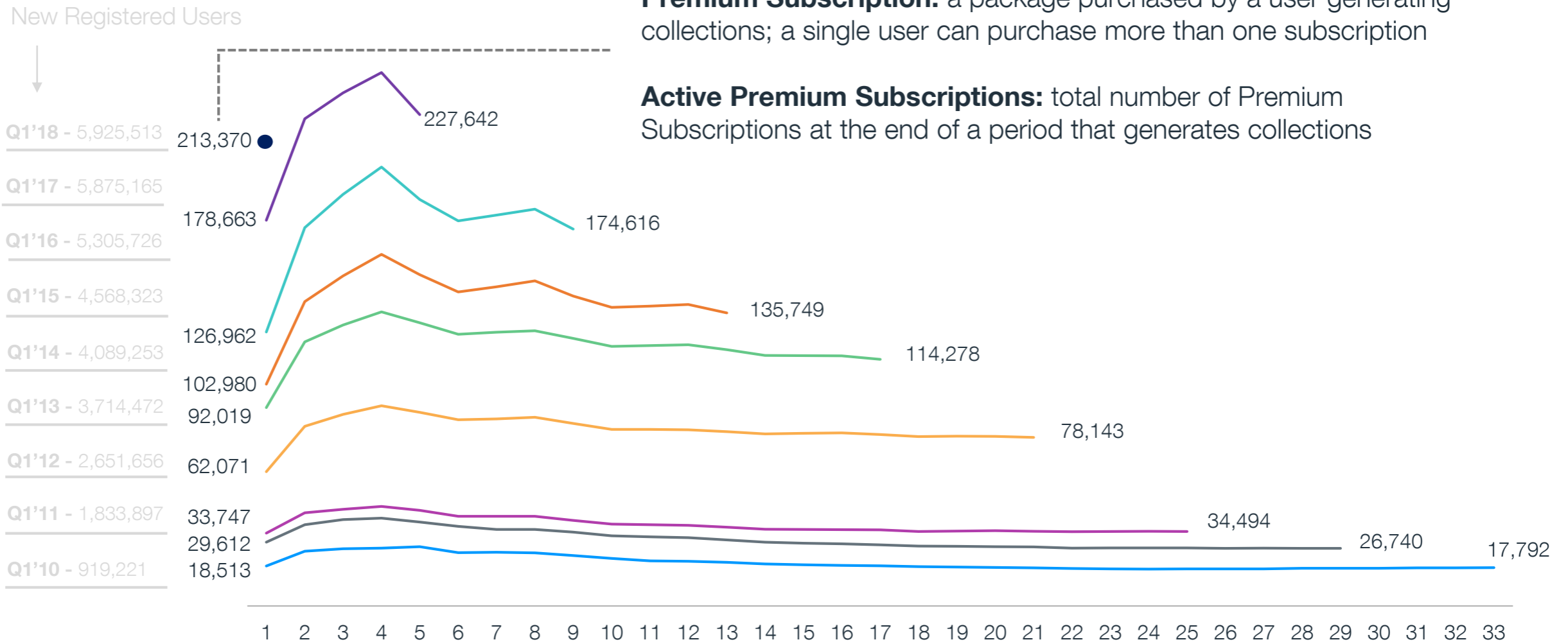
Active Premium Subscriptions from Q1 User Cohorts



Note: Data as of March 31, 2018

Consistent Cohort Behavior Over the Long Term

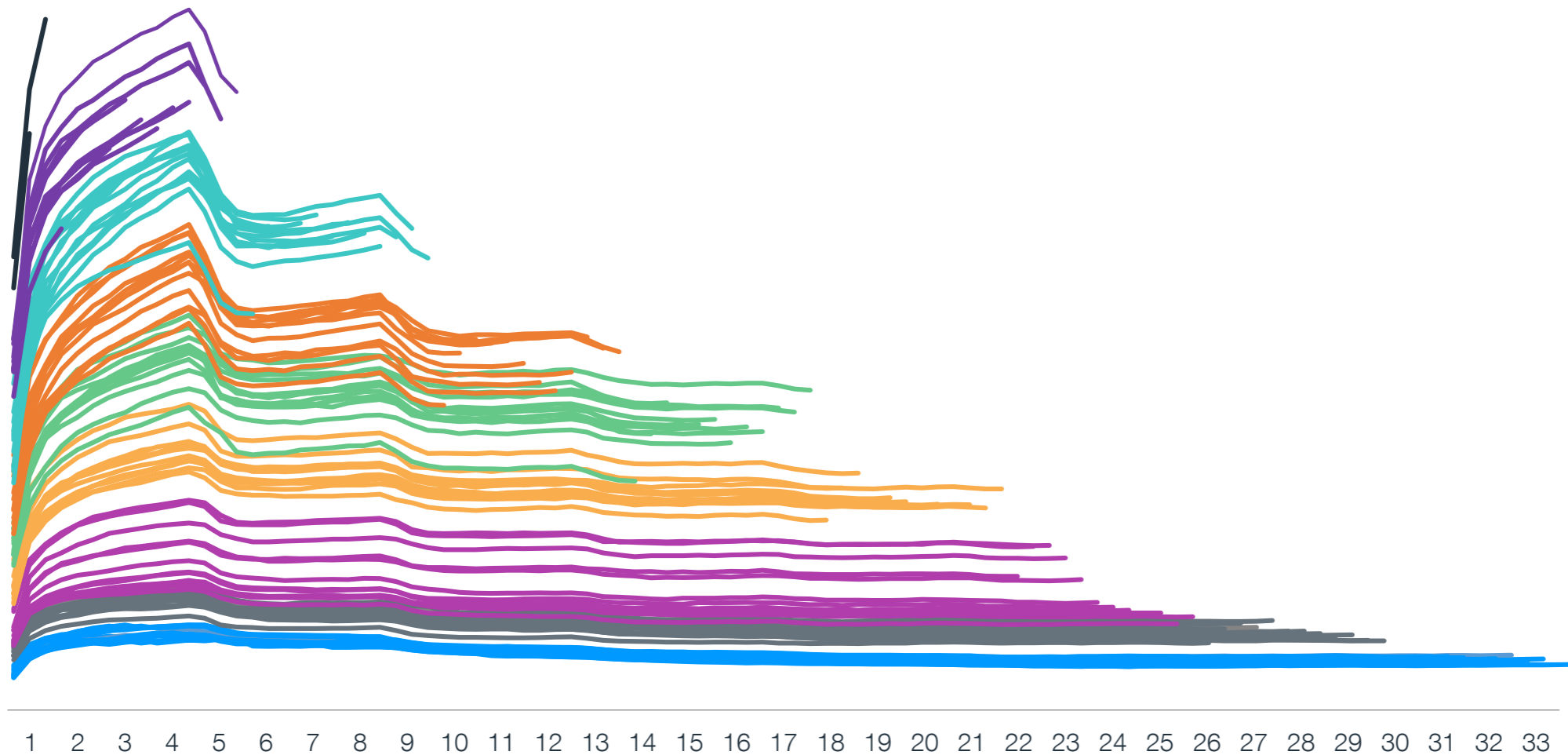
Active Premium Subscriptions from Q1 User Cohorts



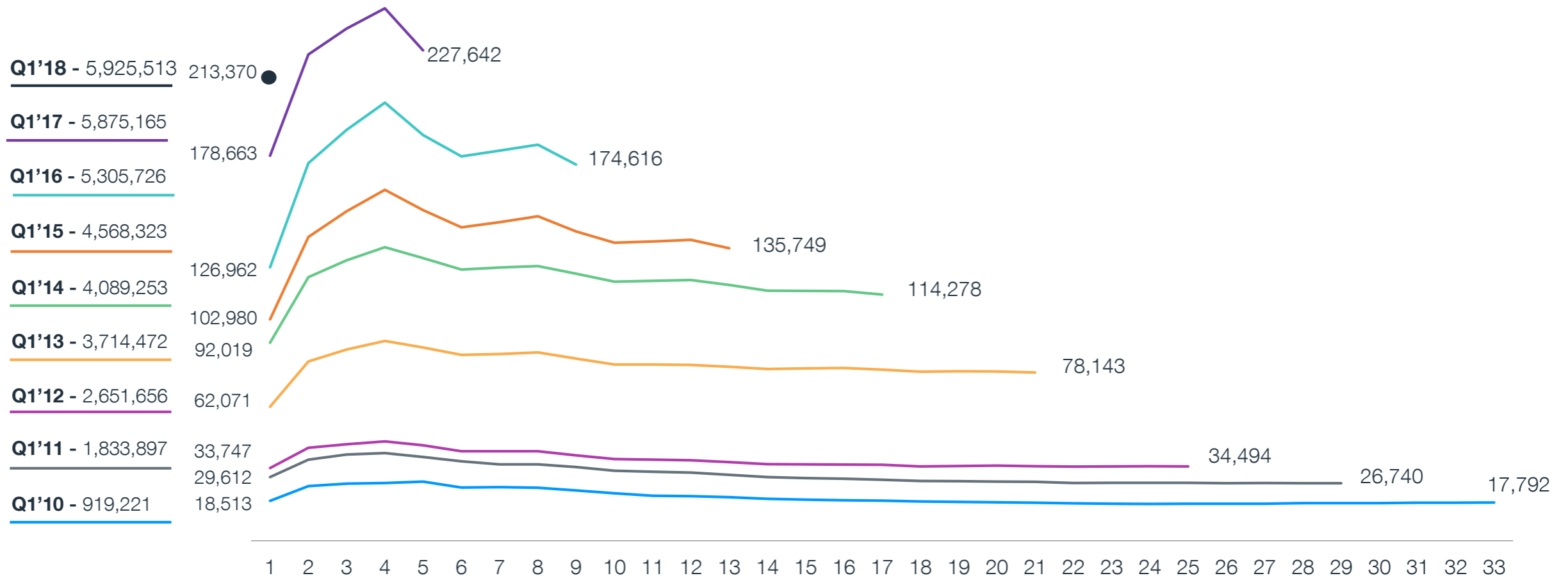
Note: Data as of March 31, 2018

Behavior is Consistent for All Cohorts

Active Premium Subscriptions from ALL **monthly** User Cohorts since 2010



Consistent = Predictable



Note: Data as of March 31, 2018

Marketing Driven by TROI

What is TROI?

What is TROI?

Time to Return On (Marketing) Investment

Marketing Investment Made Up Front

Cumulative Collections ▶

Marketing Investment ▶



Quarter 1

Within the First Quarter, We Start to See Returns

Return ▶ 60%

Cumulative Collections ▶

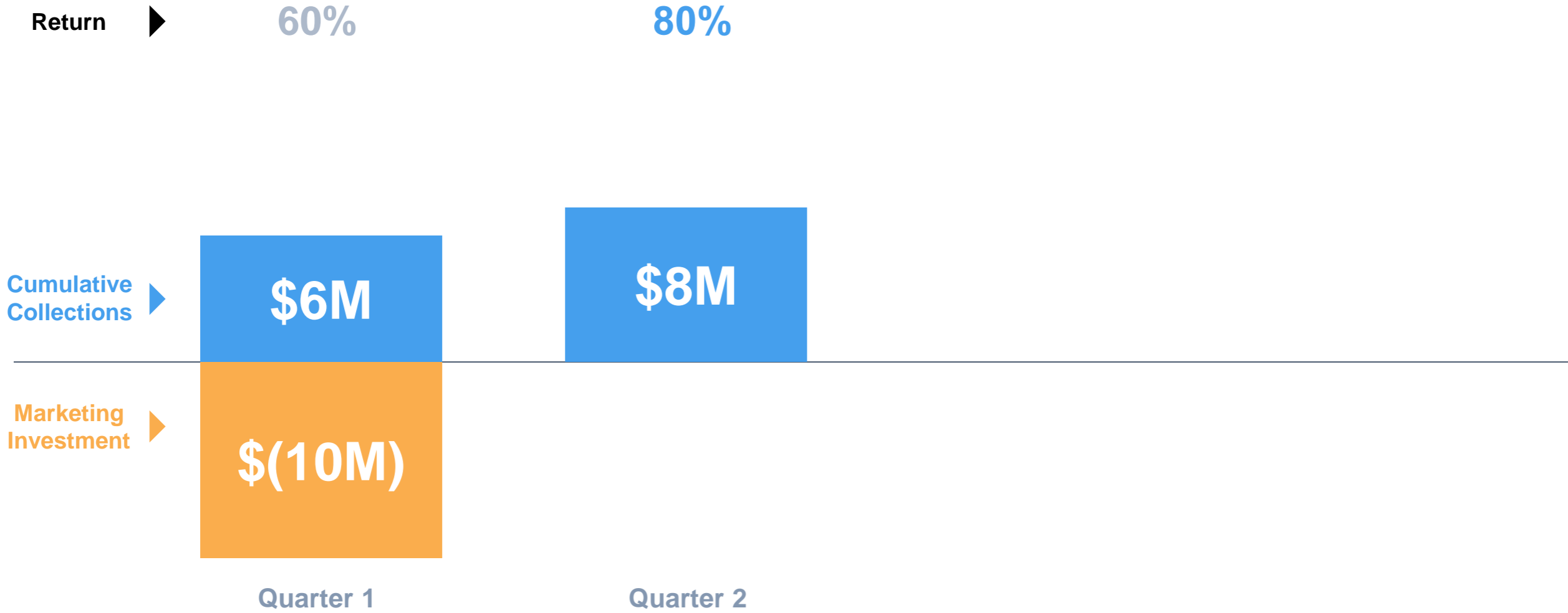
\$6M

Marketing Investment ▶

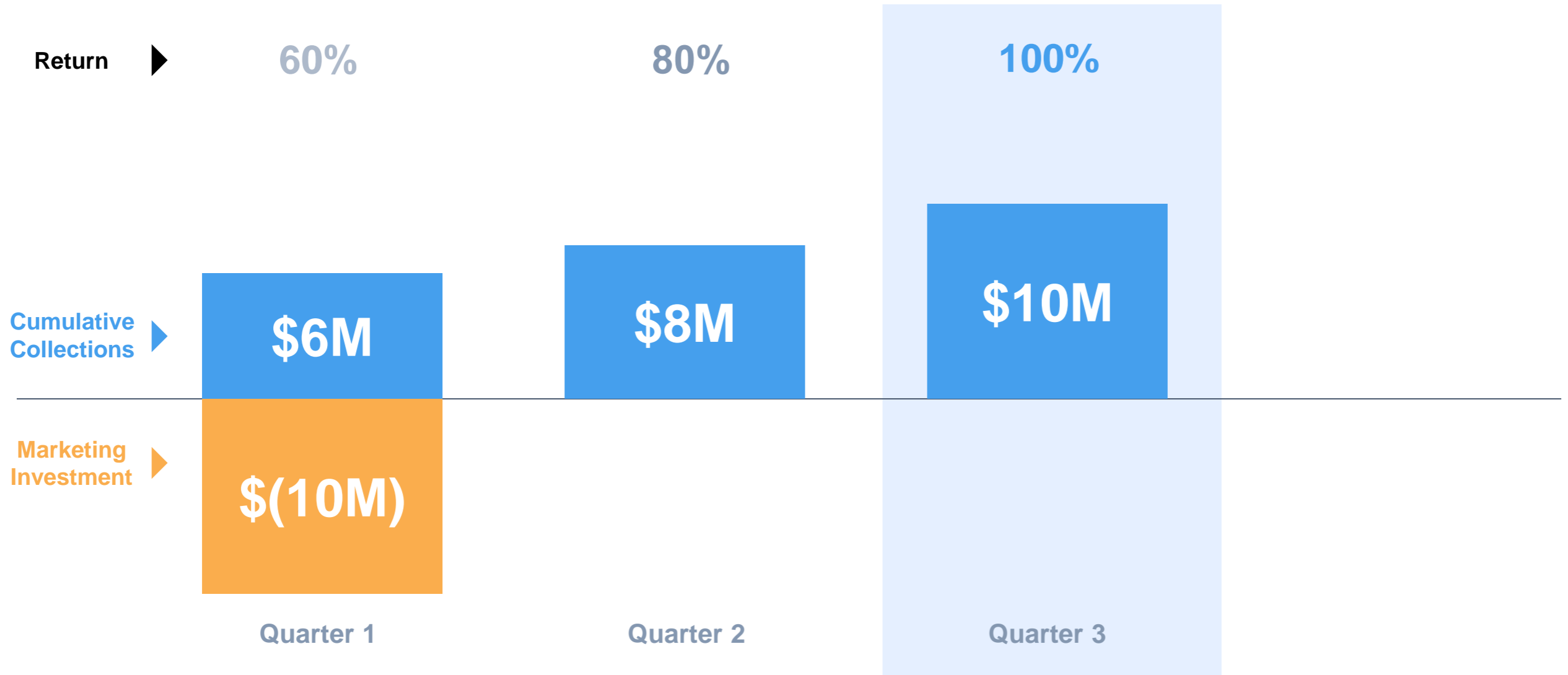
\$(10M)

Quarter 1

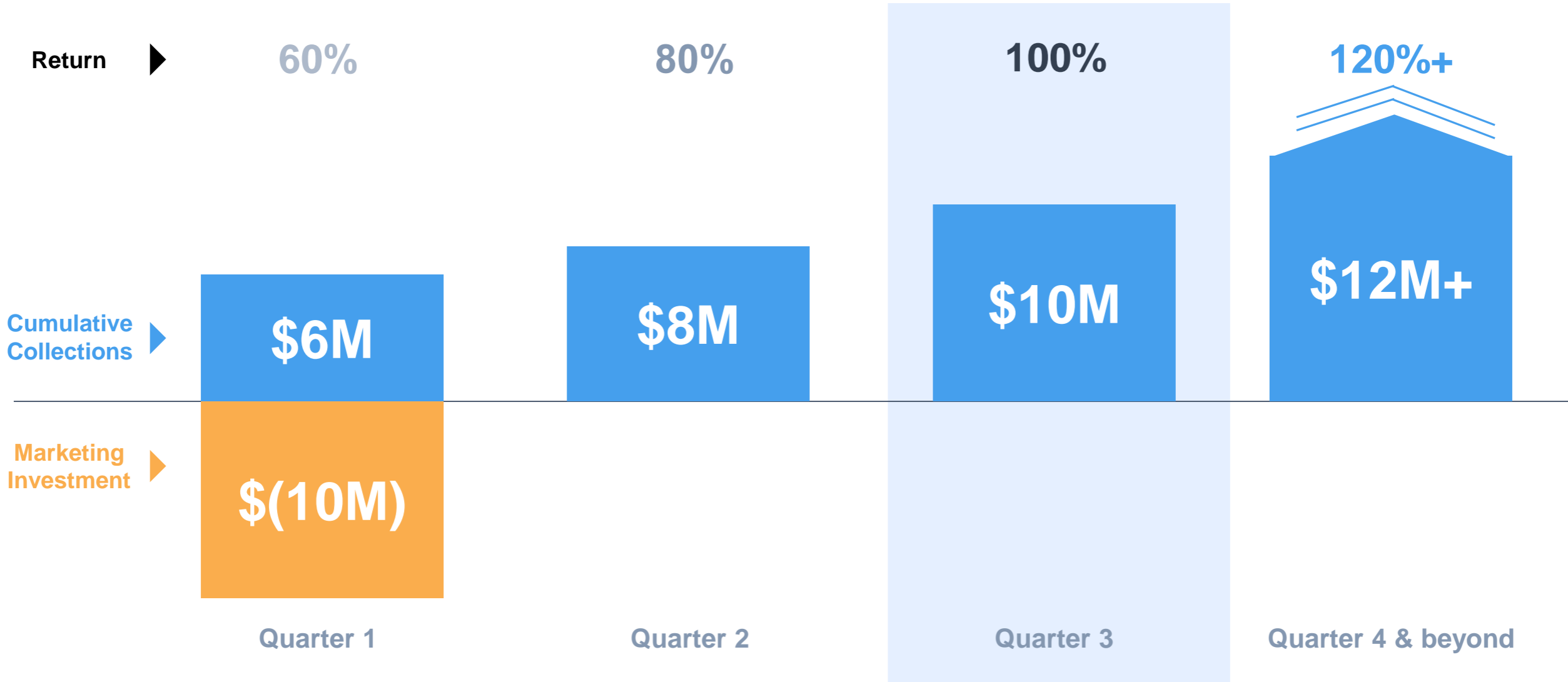
We Continue to See Returns Through the Second Quarter



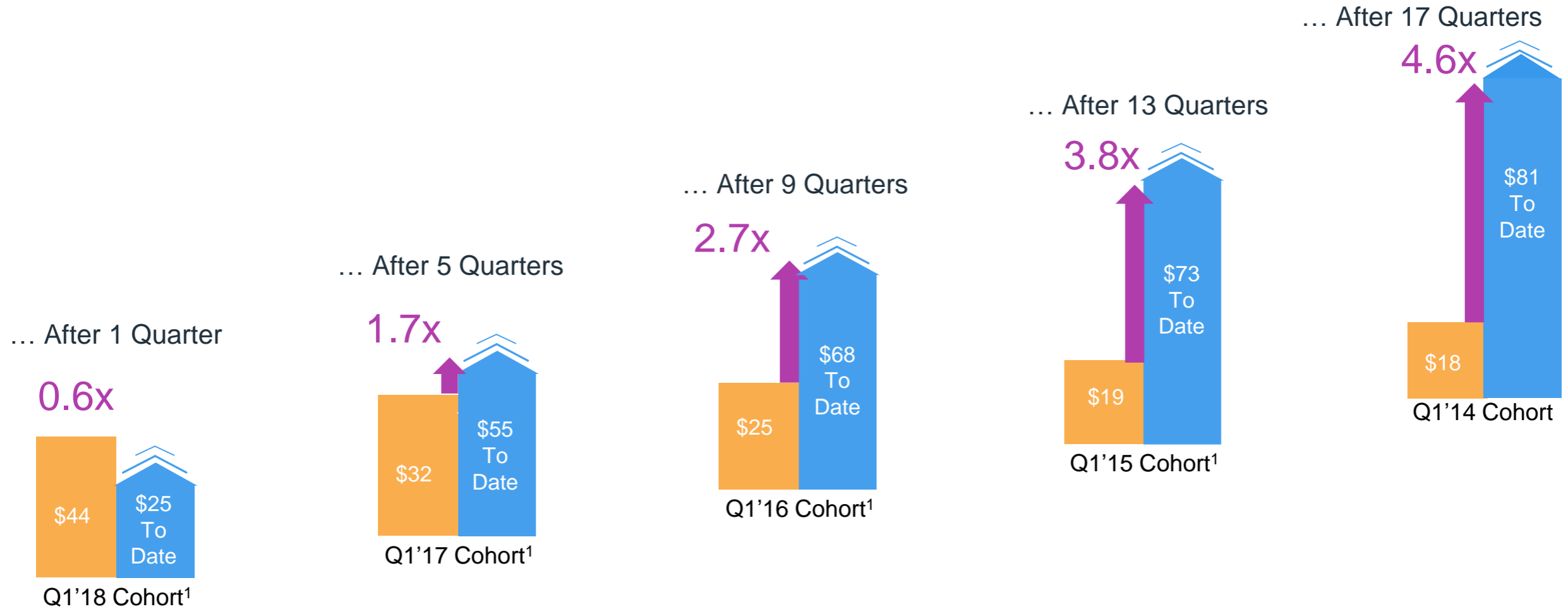
Return 100% of Marketing Dollars by the Third Quarter



and the Returns Continue



TROI Drives Efficient Marketing



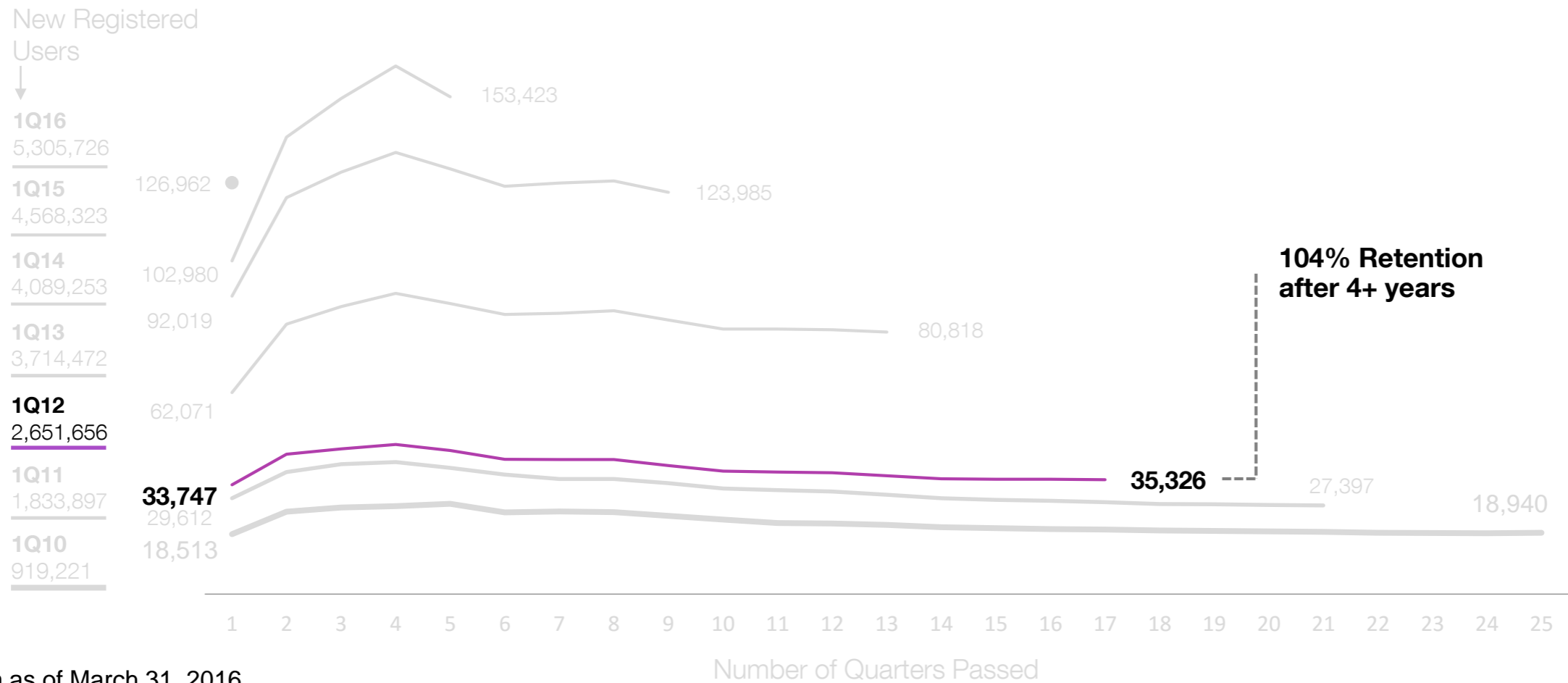
█ Marketing Cost (\$ million)
 █ Cohort Net Collections (\$ million)
 █ Return

Note: Data as of March 31, 2018; TROI is Time to Return On (Marketing) Investment. We define this metric as the time it takes to collect dollars from new premium subscriptions acquired in a cohort to equal dollars spent on direct marketing costs in the same cohort. We aim for 100% TROI in 7-9 months

¹Excludes ~\$6 million in Q1'15, ~\$7 million in Q1'16, ~\$9 million in Q1'17 and ~\$4 million in Q1'18 of brand marketing expenses

No Churn

Subscription Retention: Q1'12 Cohort

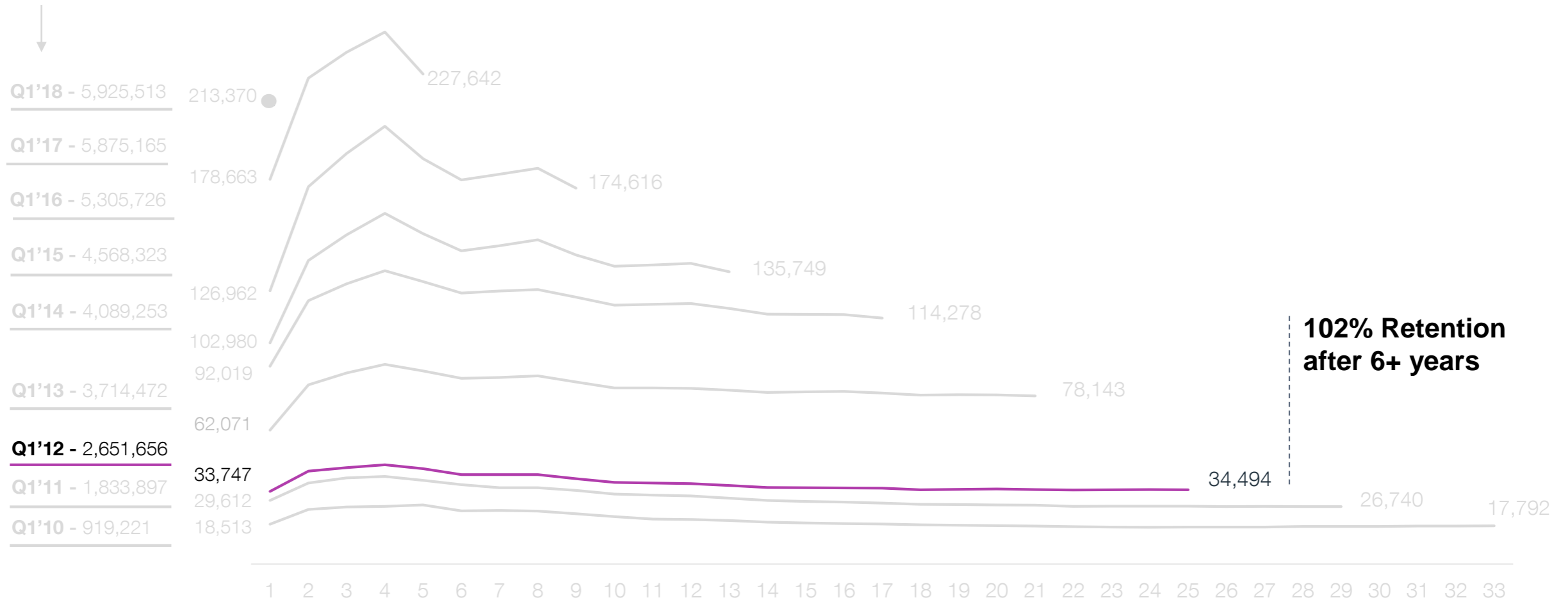


Note: Data as of March 31, 2016

Today: Subscription Retention Remains High

Active Premium Subscriptions from Q1 User Cohorts

New Registered Users



Note: Data as of March 31, 2018

Historically Strong Cohort Retention

	Subscriptions: Creation Quarter	Subscriptions: Current Quarter (Q1 '16)	Quarters Since Creation (at June 2016)	Subscription Retention: (at June 2016)
Q1'16	127K	127K	1	
Q1'15	103K	153K	5	149%
Q1'14	92K	124K	9	134%
Q1'13	62K	81K	13	129%
Q1'12	34K	35K	17	104%
Q1'11	30K	27K	21	92%
Q1'10	19K	19K	25	102%

Today: Historically Strong Cohort Retention Continues

	Subscriptions: Creation Quarter	Subscriptions: Current Quarter (Q1 '16)	Quarters Since Creation (at June 2016)	Subscription Retention: (at June 2016)	Subscriptions: Current Quarter (at Q1 '18)	Quarters Since Creation (at June 2018)	Subscription Retention: (at June 2018)
Q1'18	213K		n/a		213K	1	
Q1'17	179K		n/a		228K	5	127%
Q1'16	127K	127K	1		175K	9	138%
Q1'15	103K	153K	5	149%	136K	13	132%
Q1'14	92K	124K	9	134%	114K	17	124%
Q1'13	62K	81K	13	129%	78K	21	126%
Q1'12	34K	35K	17	104%	34K	25	102%
Q1'11	30K	27K	21	92%	27K	29	90%
Q1'10	19K	19K	25	102%	18K	33	96%

Today: Historically Strong Cohort Retention Continues

	Subscriptions: Creation Quarter	Subscriptions: Current Quarter (Q1 '16)	Quarters Since Creation (at June 2016)	Subscription Retention: (at June 2016)	Subscriptions: Current Quarter (at Q1 '18)	Quarters Since Creation (at June 2018)	Subscription Retention: (at June 2018)
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Today: Historically Strong Cohort Retention Continues

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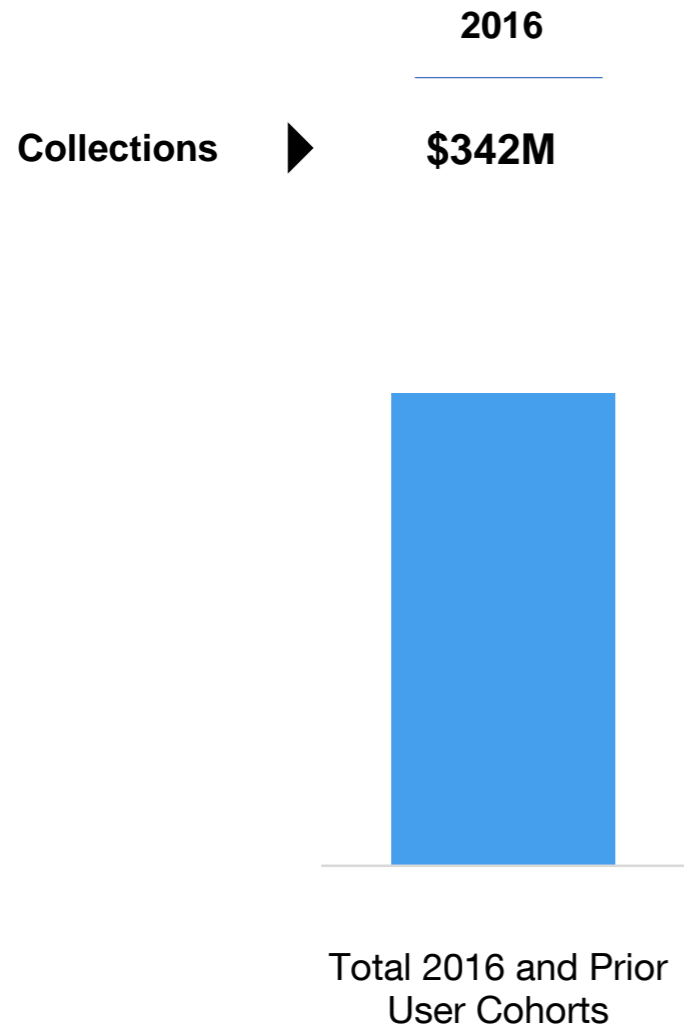
Today: Historically Strong Cohort Retention Continues

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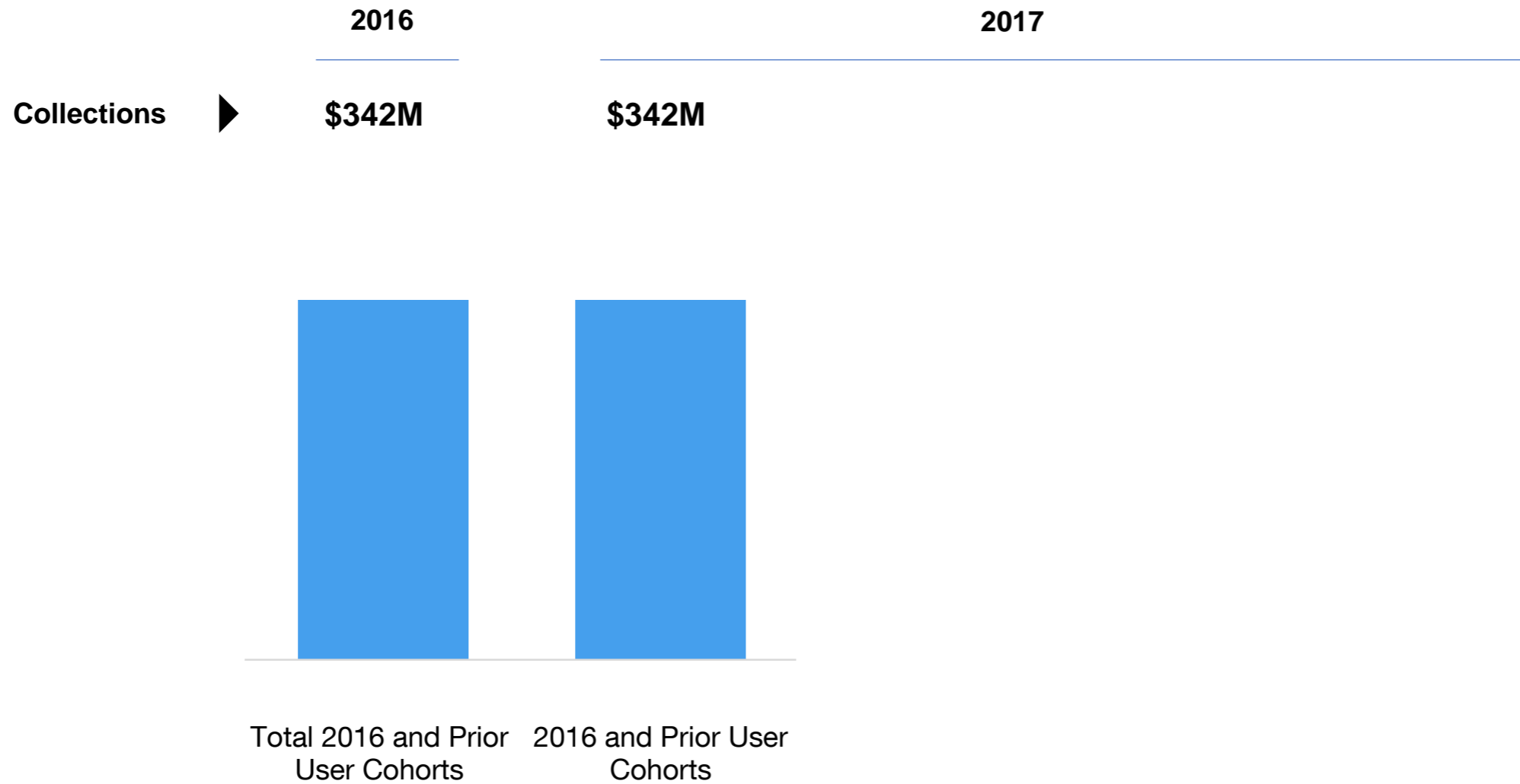
Today: Historically Strong Cohort Retention Continues

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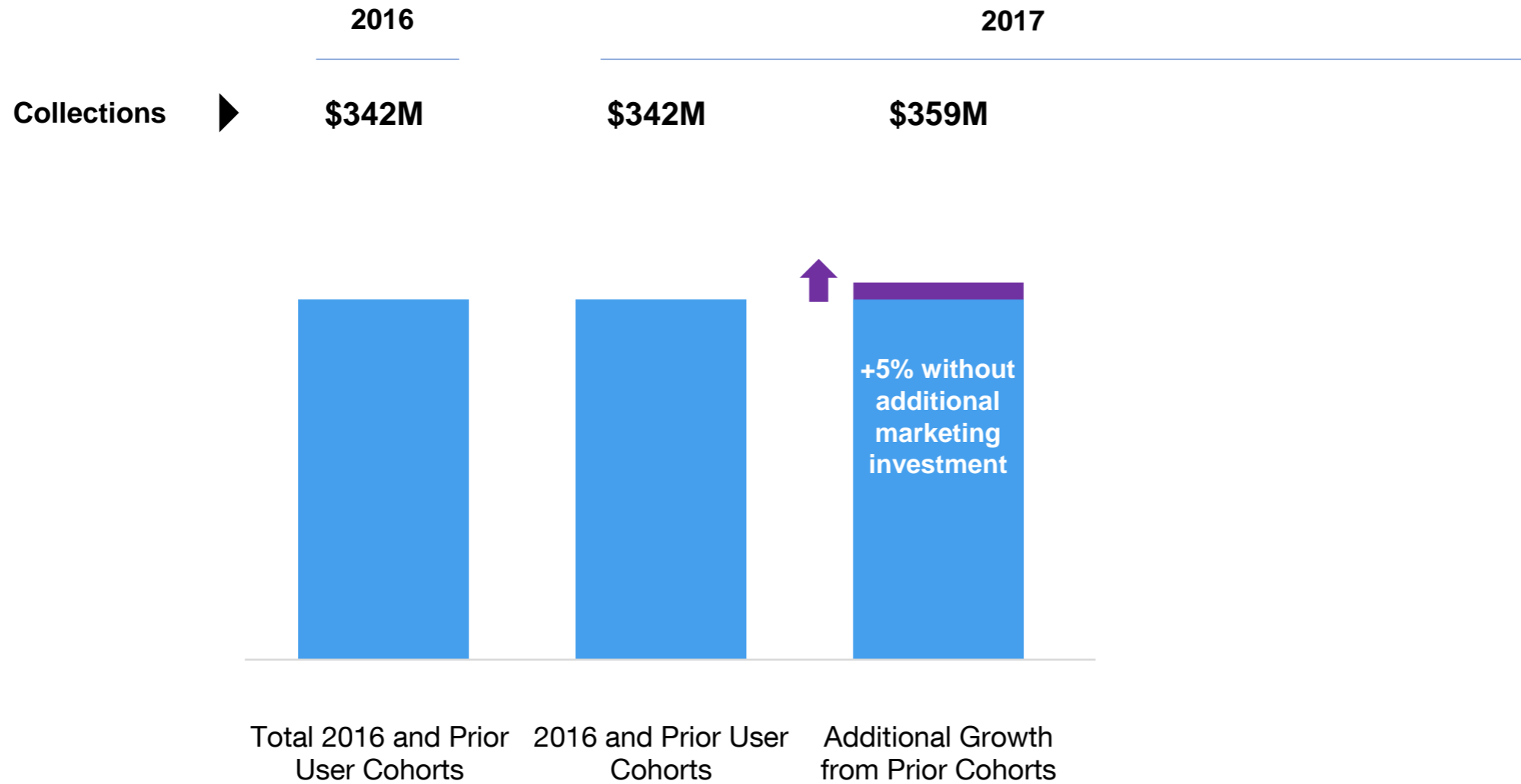
Cohort Behavior Creates No Churn in Collections



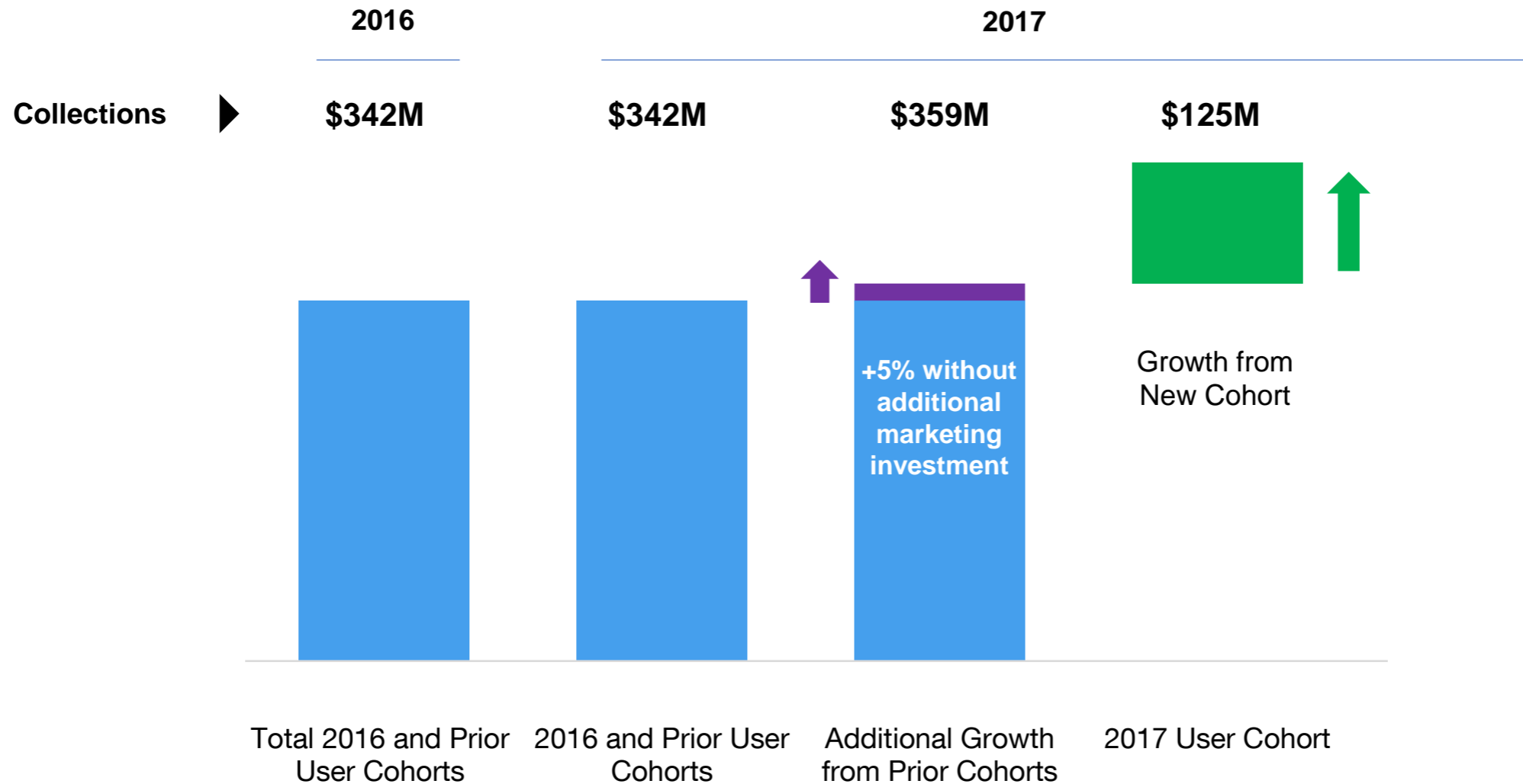
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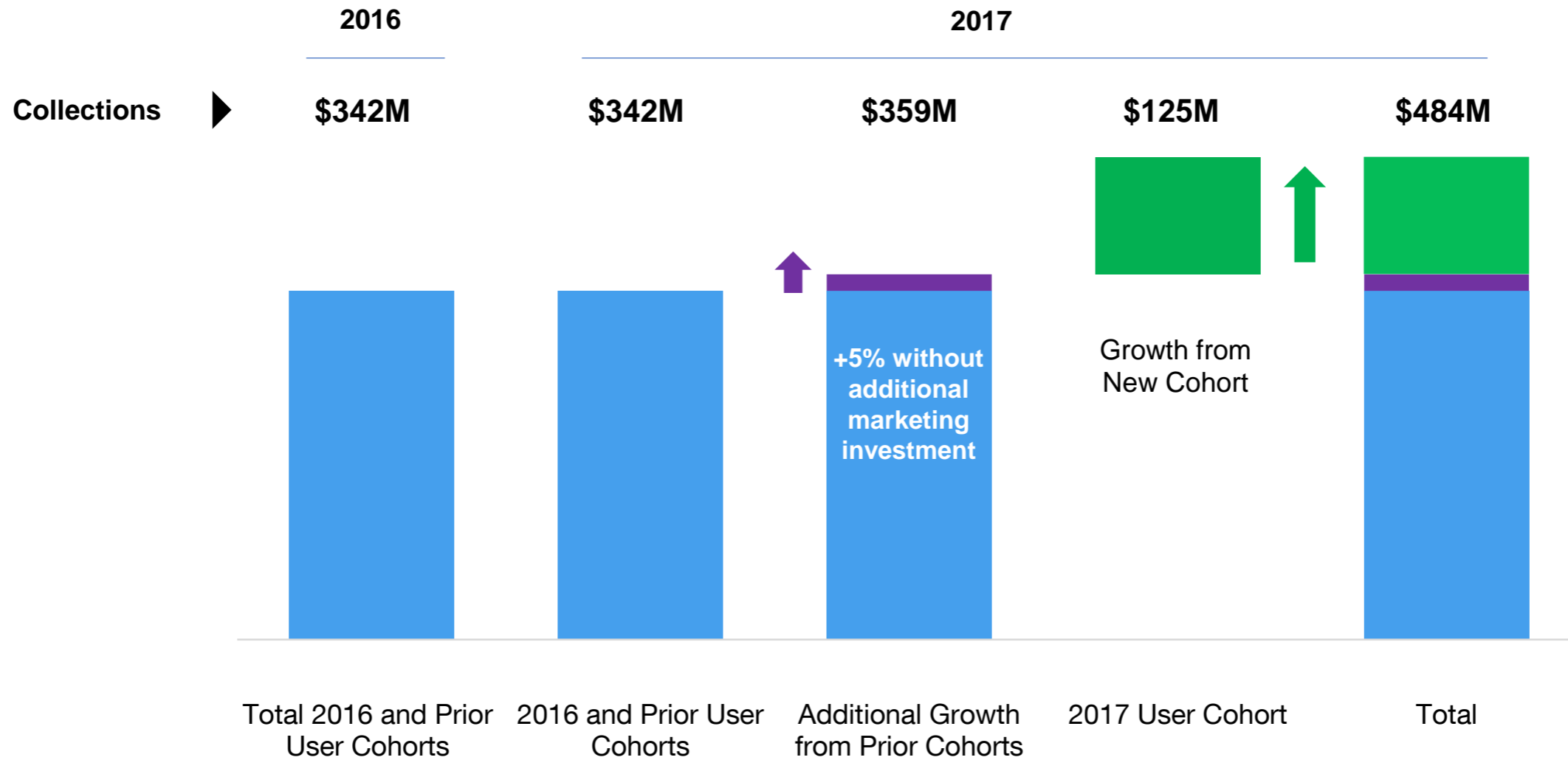
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Cohort Behavior Creates No Churn in Collections

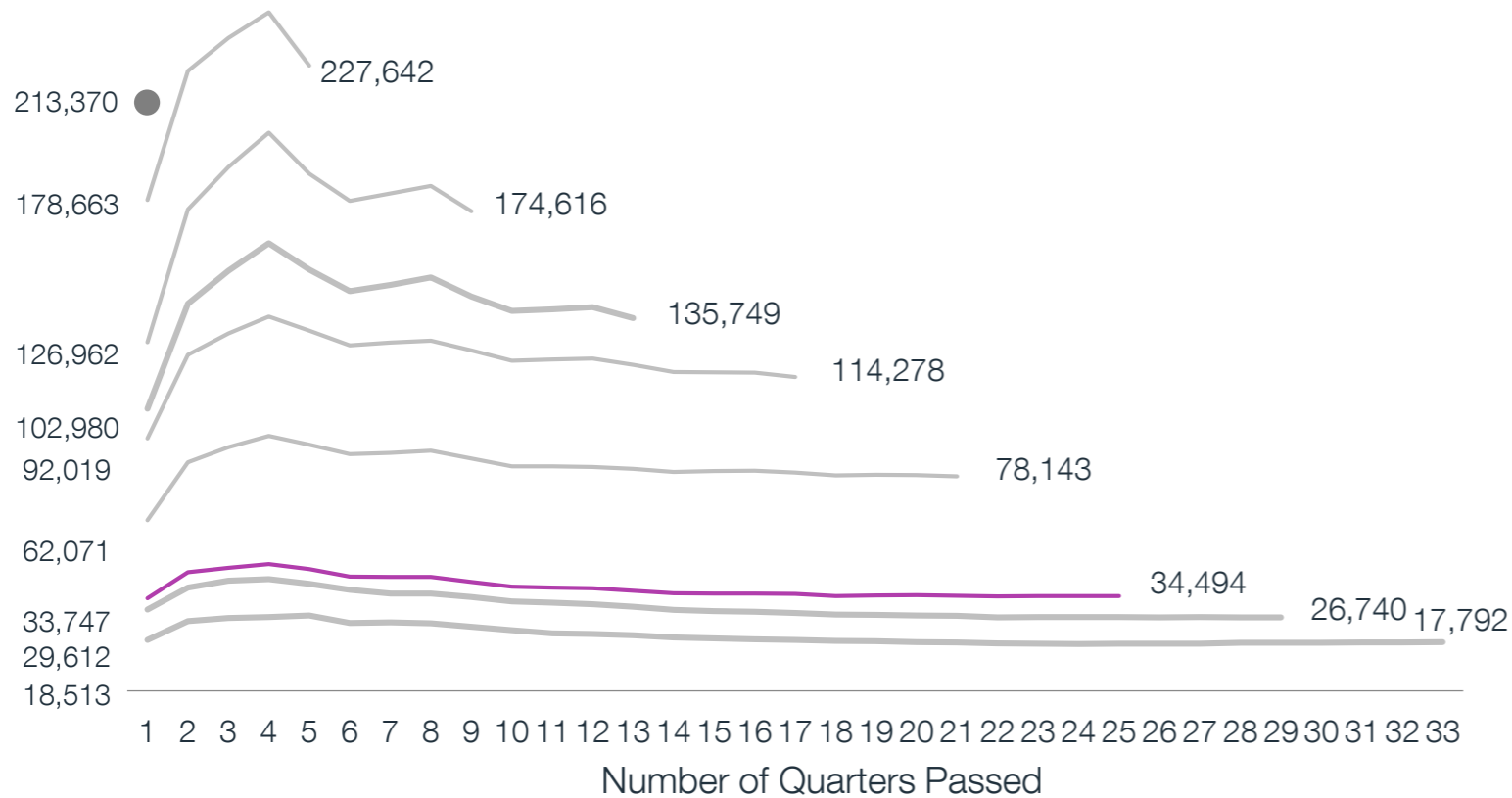


Cohort Behavior Creates No Churn in Collections



Value Creation

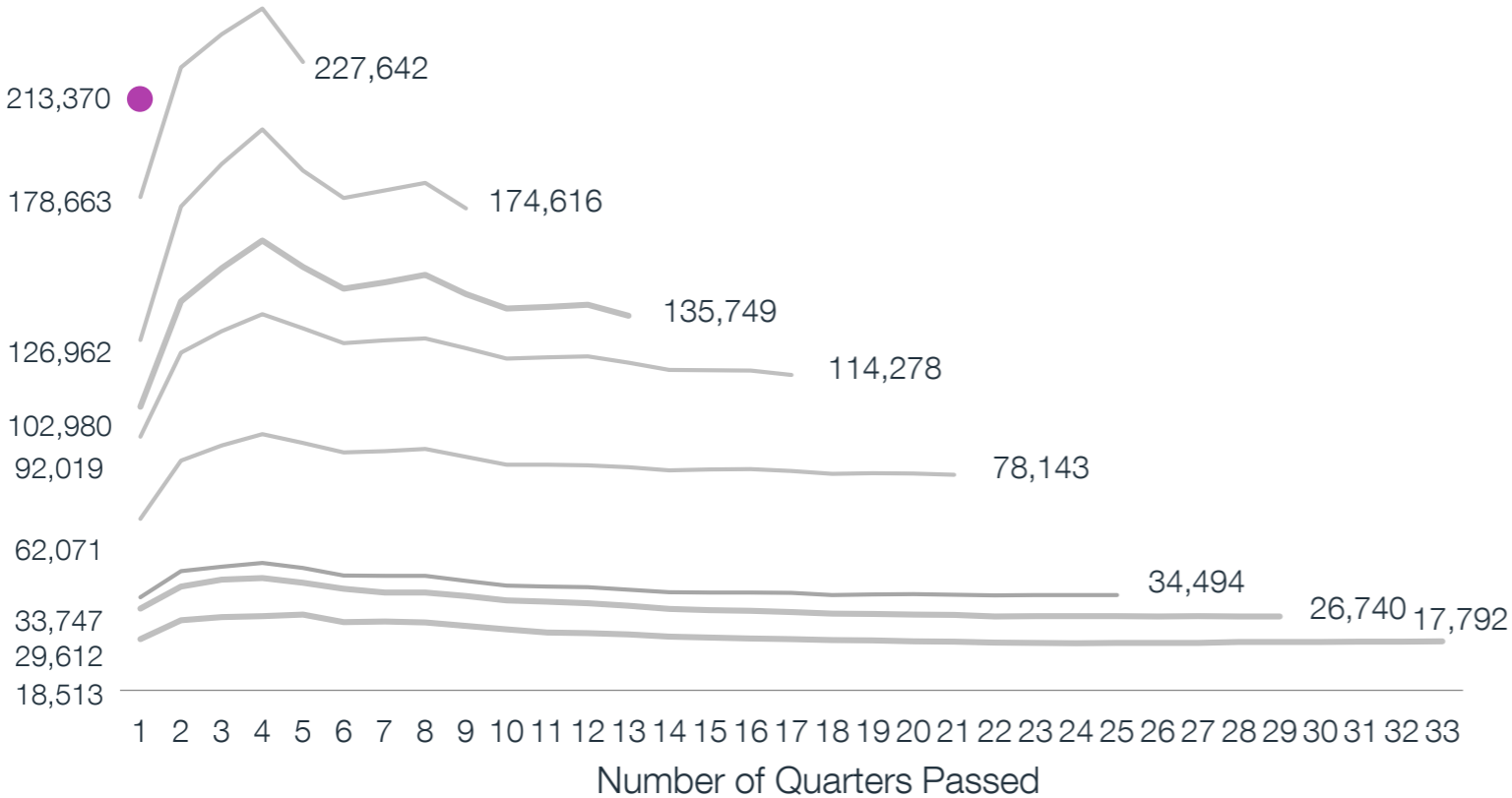
Significant Value Creation: Q1'12 Cohort



Cumulative Collections as of Q1'18:
\$33M (7x ROI)



Creating Significant Value with Most Recent User Cohort



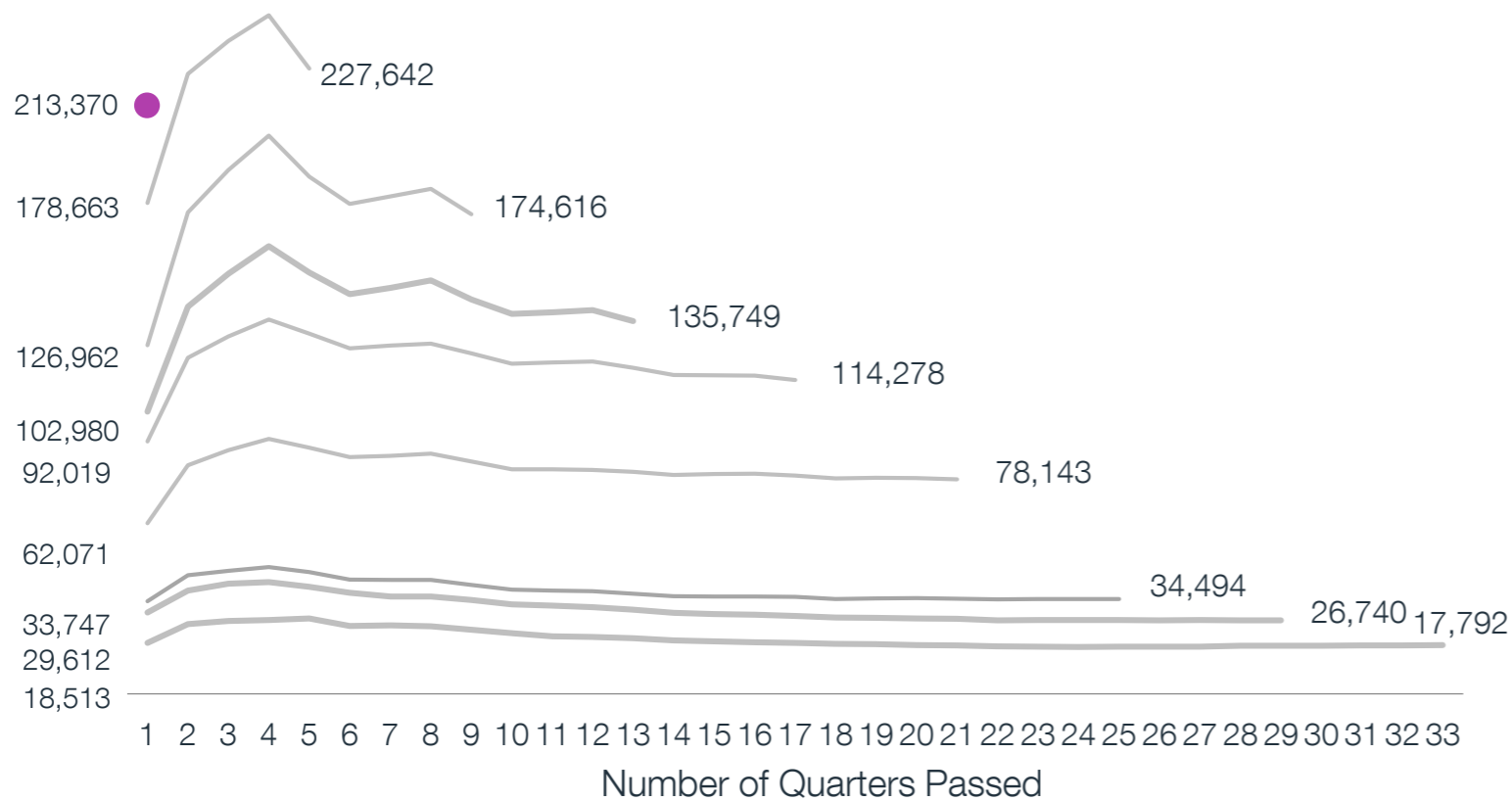
Marketing investment:
\$44 million

Collections as of Q1'18:
\$25 million
(0.6x ROI)



Q1 '18

Creating Significant Value: Q1'18 Cohort



Total Projected Collections
(8 years):

\$370M (8.4x)

Marketing investment:
\$44 million



Q1 '18

Note: Projected collections based on current cohort data

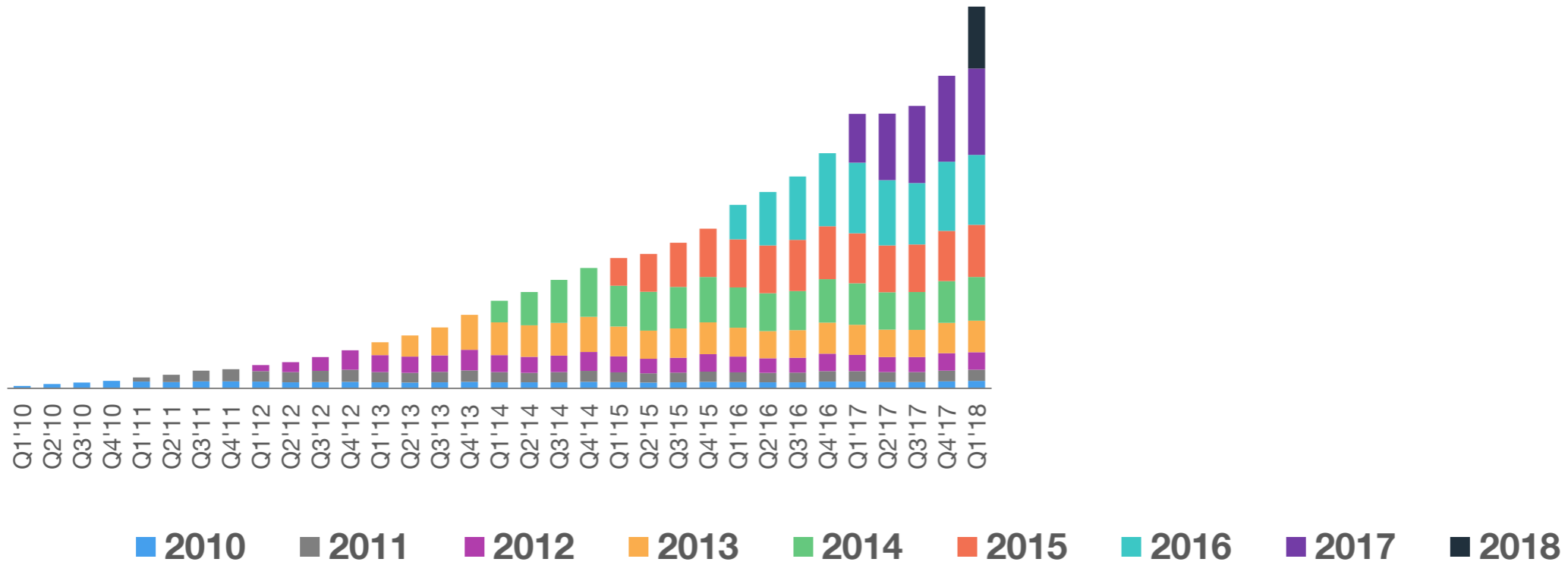
Every new 100K Net Subscriptions =

\$165 Million

in Collections over 8 years at an 80% Gross Margin

Existing Cohorts are a Growing Source of Future Collections

Actual Collections From Q1'10 – Q1'18 Cohorts

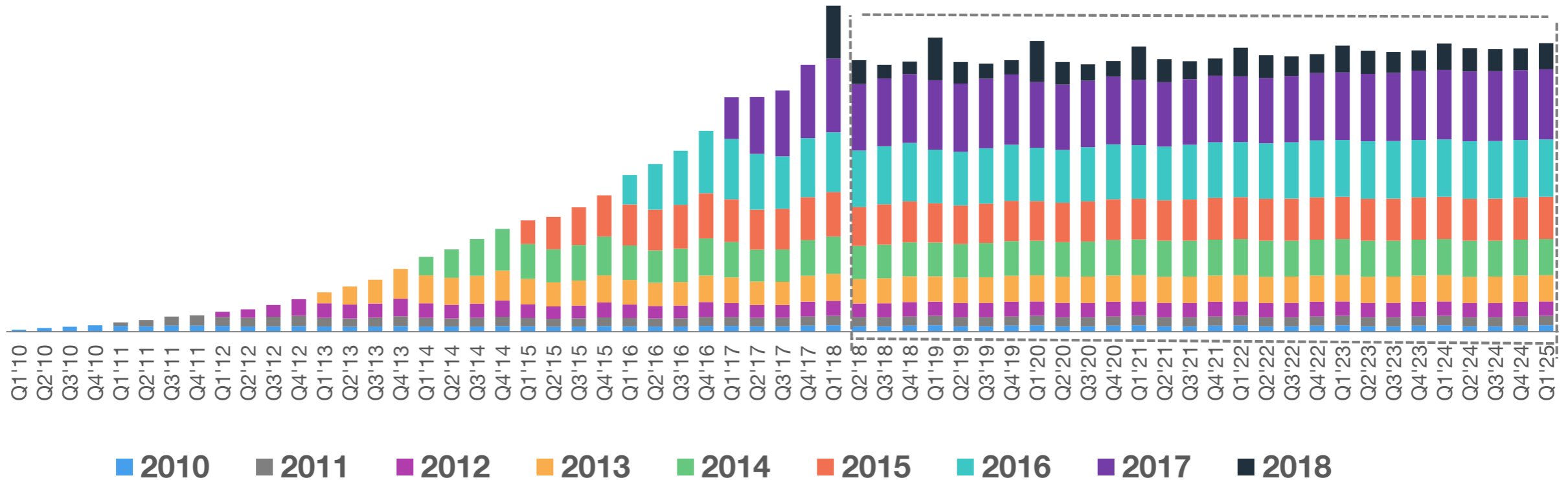


Note: Data represents actual Collections from Q1'10 – Q1'18

Existing Cohorts are a Growing Source of Future Collections

Actual and Potential Future Collections From Q1'10 – Q1'18 Cohorts

\$4.3 Billion
 Future collections from
existing cohorts



Note: Data represents actual Collections from Q1'10 – Q1'18; cohorts since creation and forecasted future cumulative collections through Q1'25, based on current cohort behavior

Key Takeaways

- Consistent and predictable cohort behavior with NO churn
- Existing cohorts expected to generate future collections of **\$4.3 Billion**
- Every new 100K Net Subscriptions = **\$165 Million** in Collections over **8** years at an 80% Gross Margin

Our Plans for Continuing Profitable Growth

Lior Shemesh, CFO

**ANALYST &
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DAY 2018**

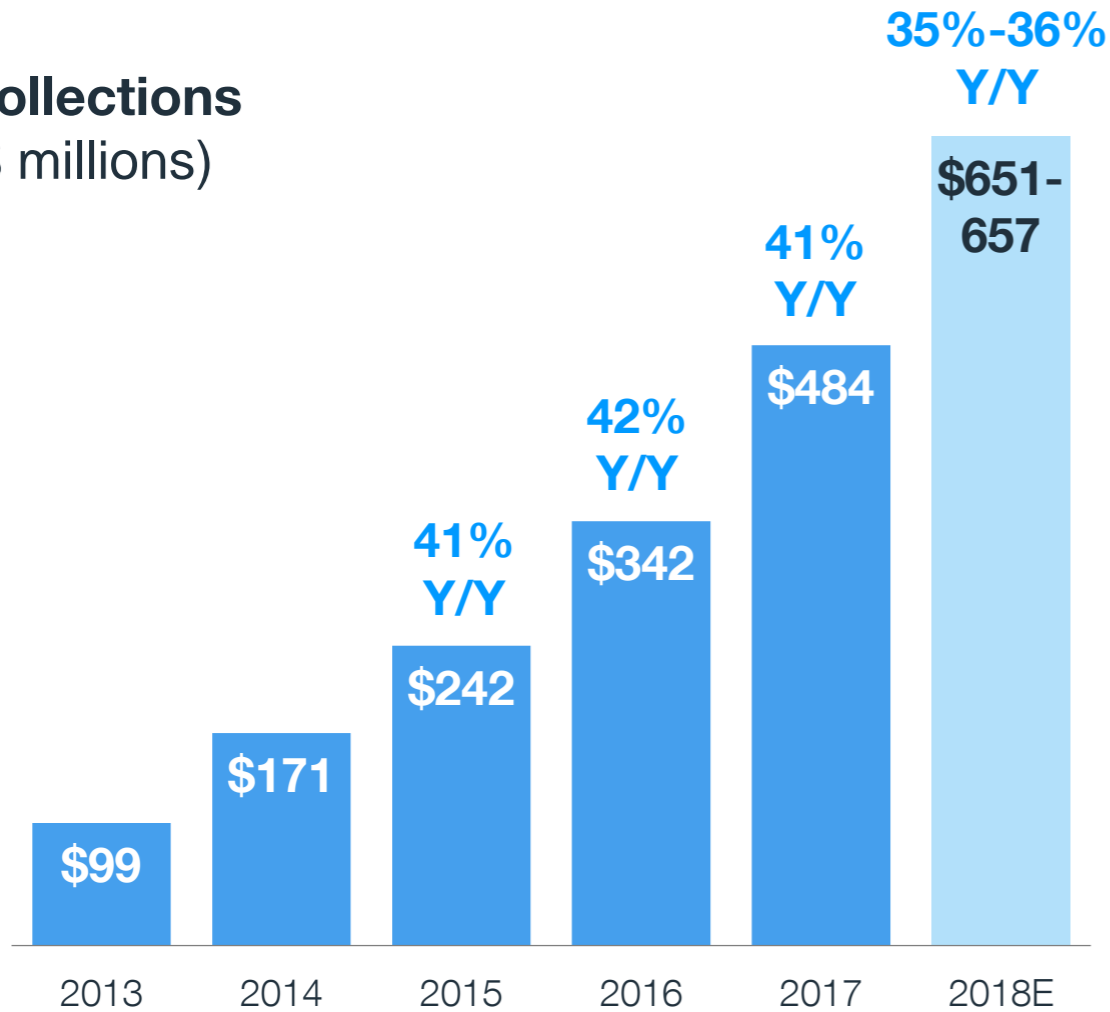
WIX.com

Overview

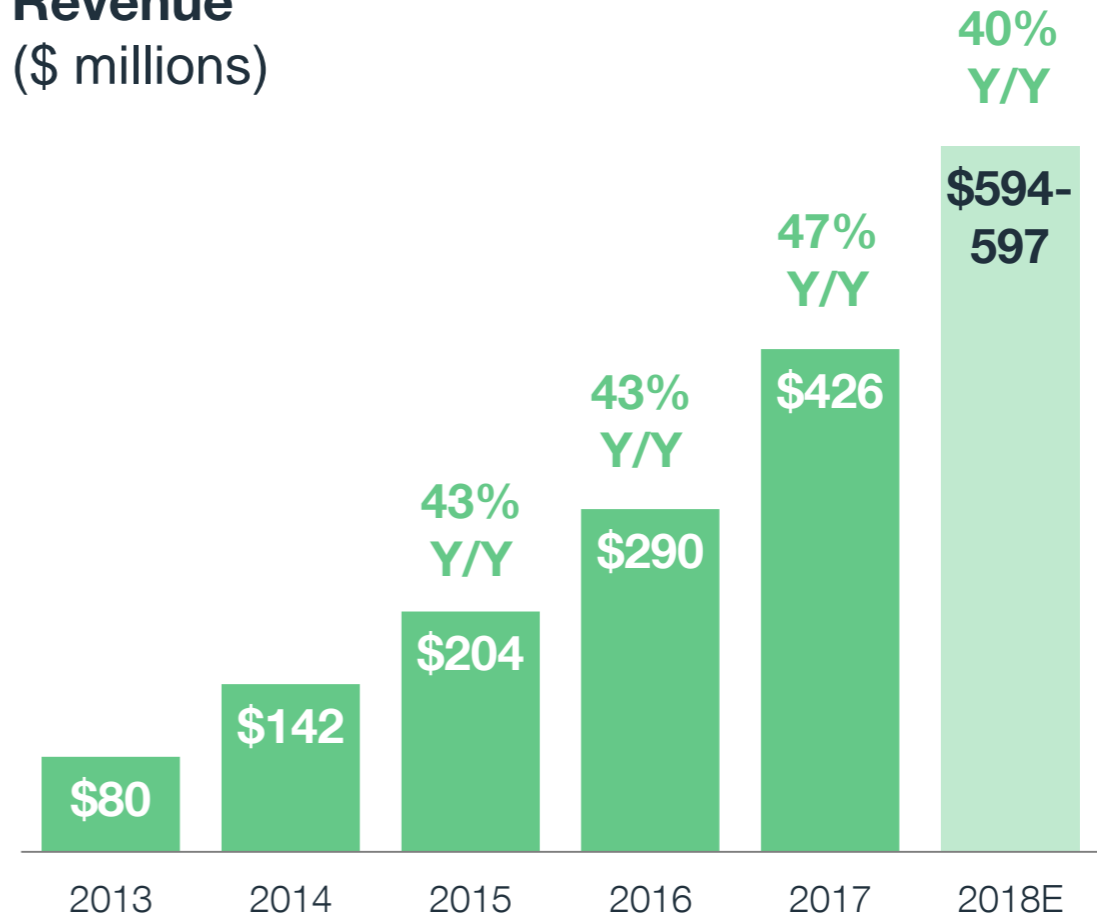
- **Strong business model**
 - Tremendous scale
 - Rare combination of revenue growth and free cash flow generation
 - Attractive cohort economics
- **Multiple drivers of continued top line growth**
- **On track to reach our financial targets**

40%+ Growth Over Last Three Years...

Collections (\$ millions)



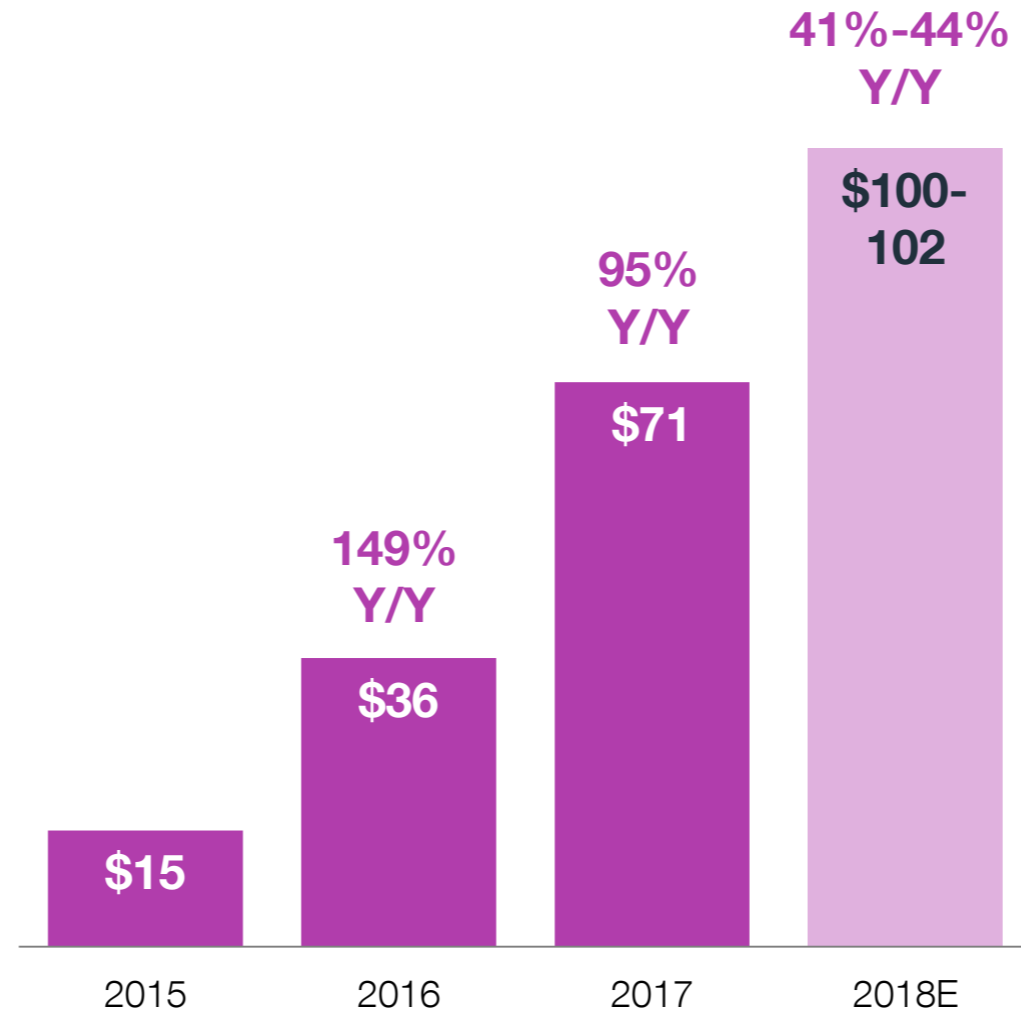
Revenue (\$ millions)



Note: 2018E based on guidance provided May 9, 2018. 2018E collections and revenue include a \$30 million benefit due to the Google accounting change. Excluding this benefit, 2018E y/y collections growth would be 28%-30% and 2018E y/y revenue growth would be 33%

...And Increasing Free Cash Flow Generation

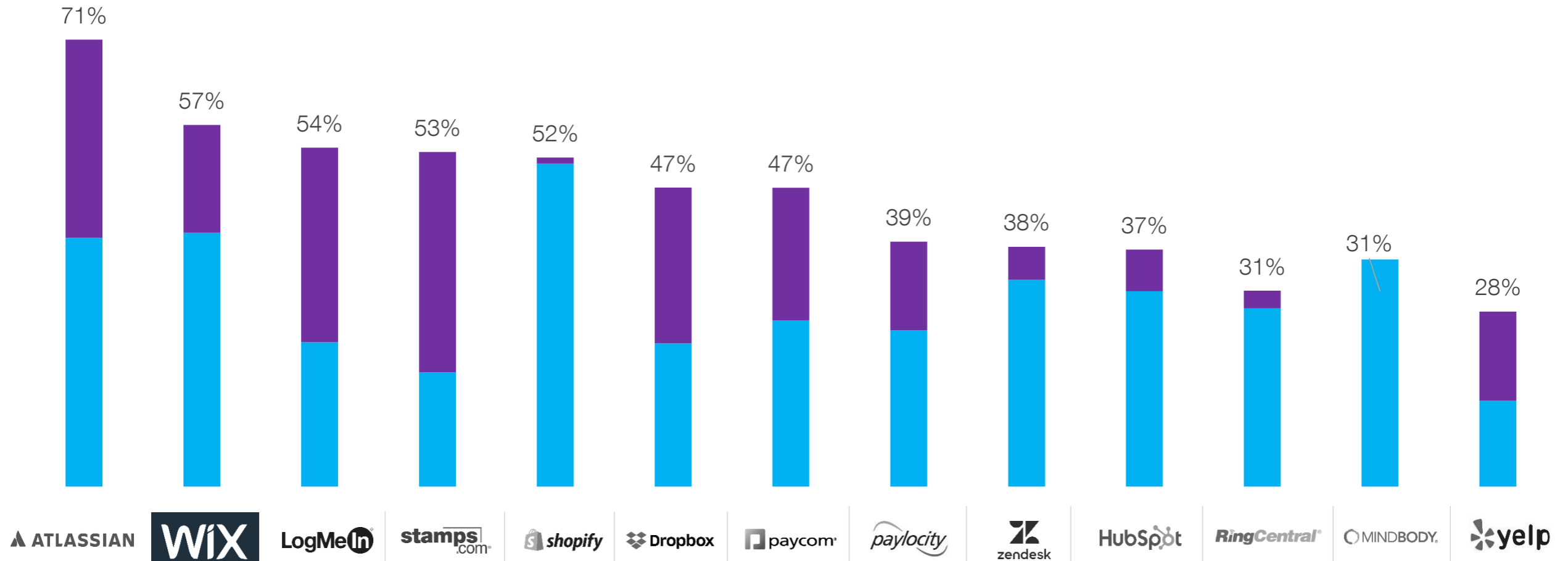
Free Cash Flow
(\$ millions)



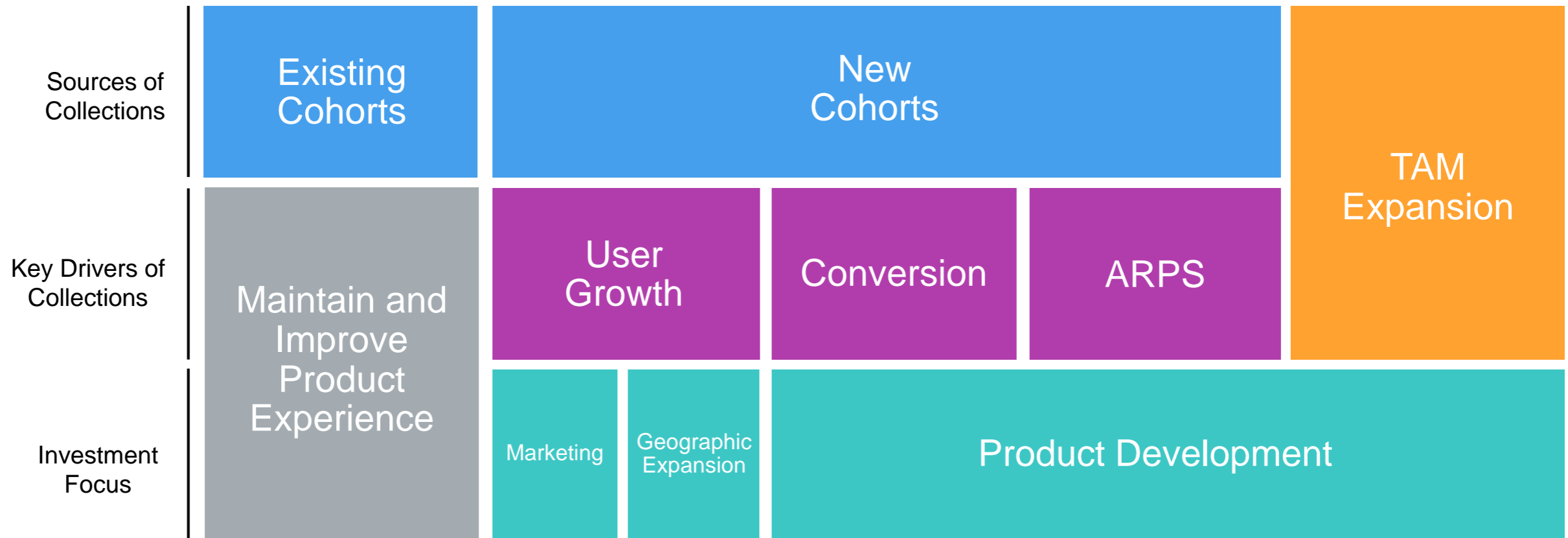
Note: 2018E based on guidance provided May 9, 2018; Free Cash Flow defined as net cash provided by operating activities less capital expenditures

Strong Financial Efficiency Score Compared To SaaS Peers

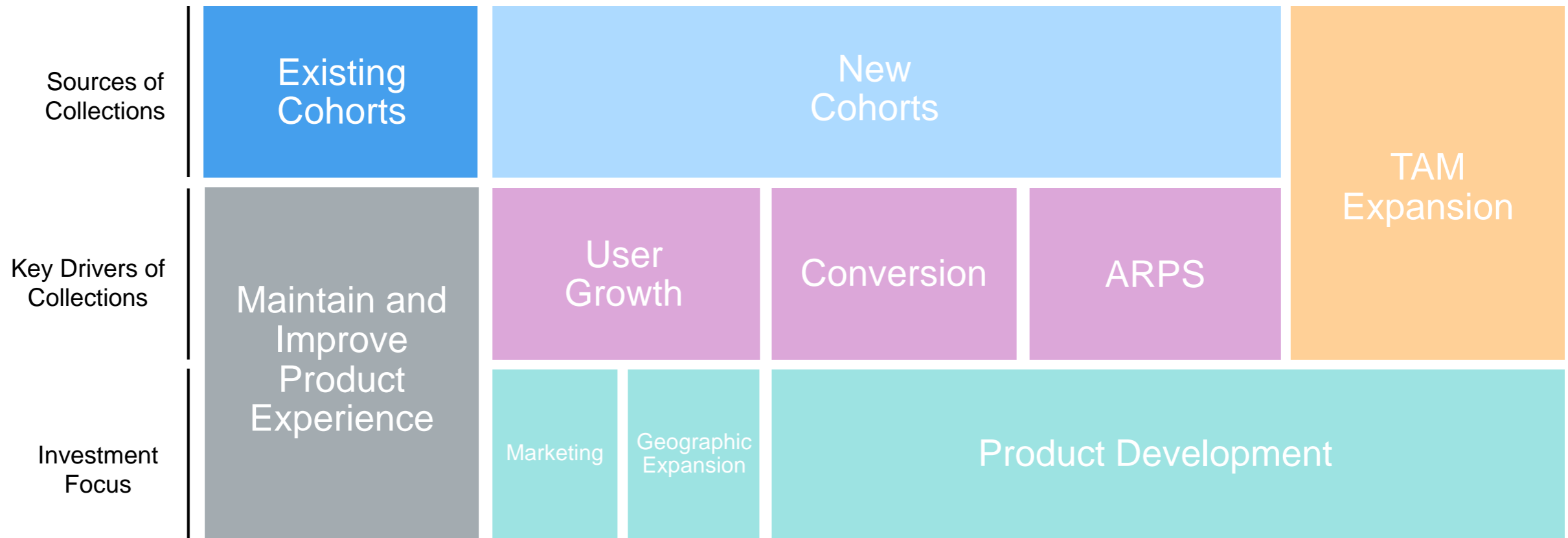
■ 2017-2018E Revenue growth % ■ 2018E FCF % of Revenue



Multiple Drivers for Continued Top Line Growth

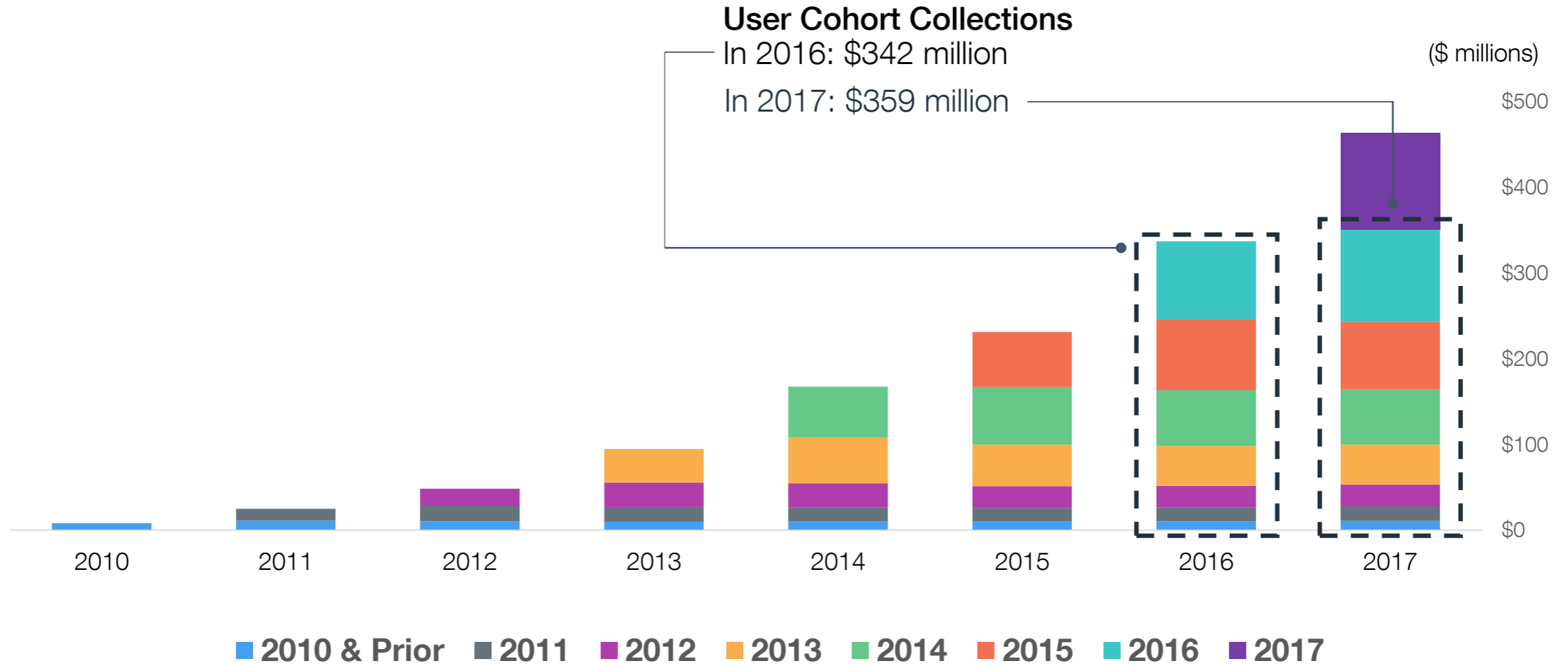


Driving Growth: Existing Cohorts



Stable Cohorts Provide Base Growth

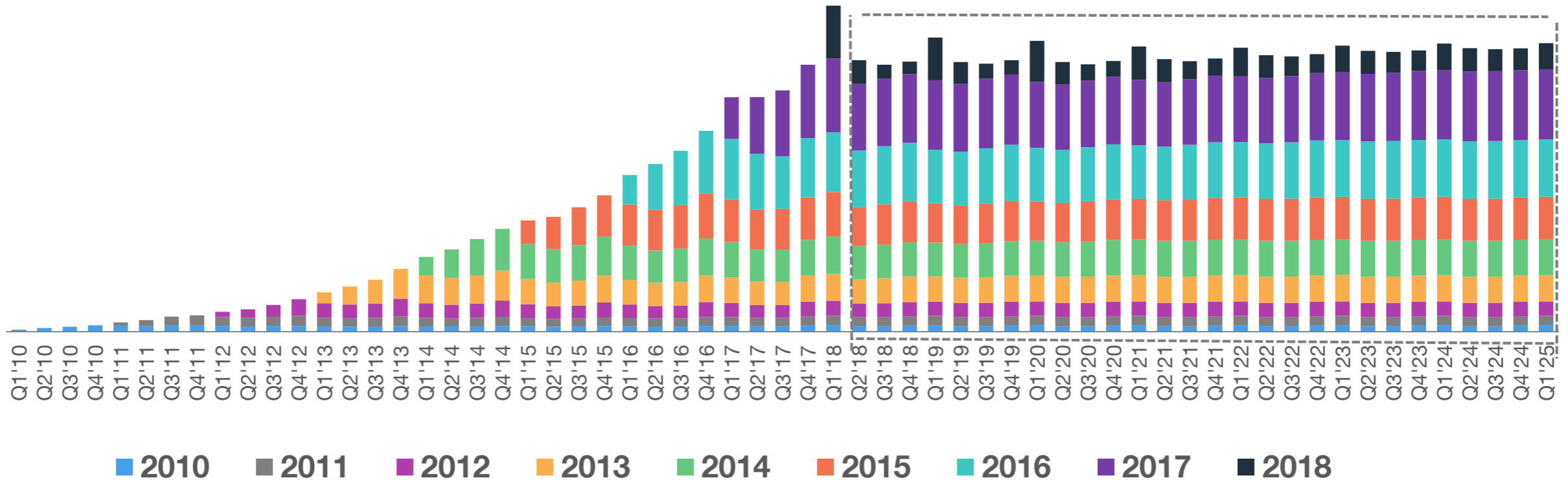
Annual collections by user cohort (\$ millions)



Existing Cohorts will Fuel Future Collections

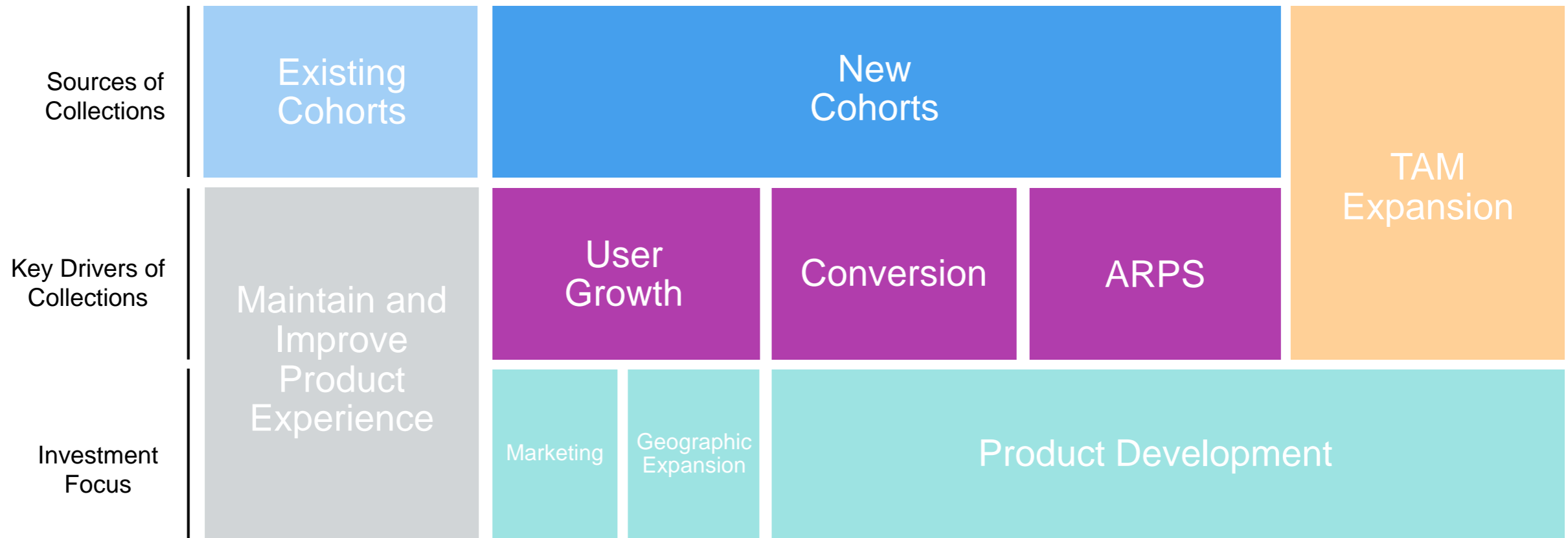
Actual and Potential Future Collections From Q1'10 – Q1'18 Cohorts

\$4.3 Billion
 Future collections from
existing cohorts

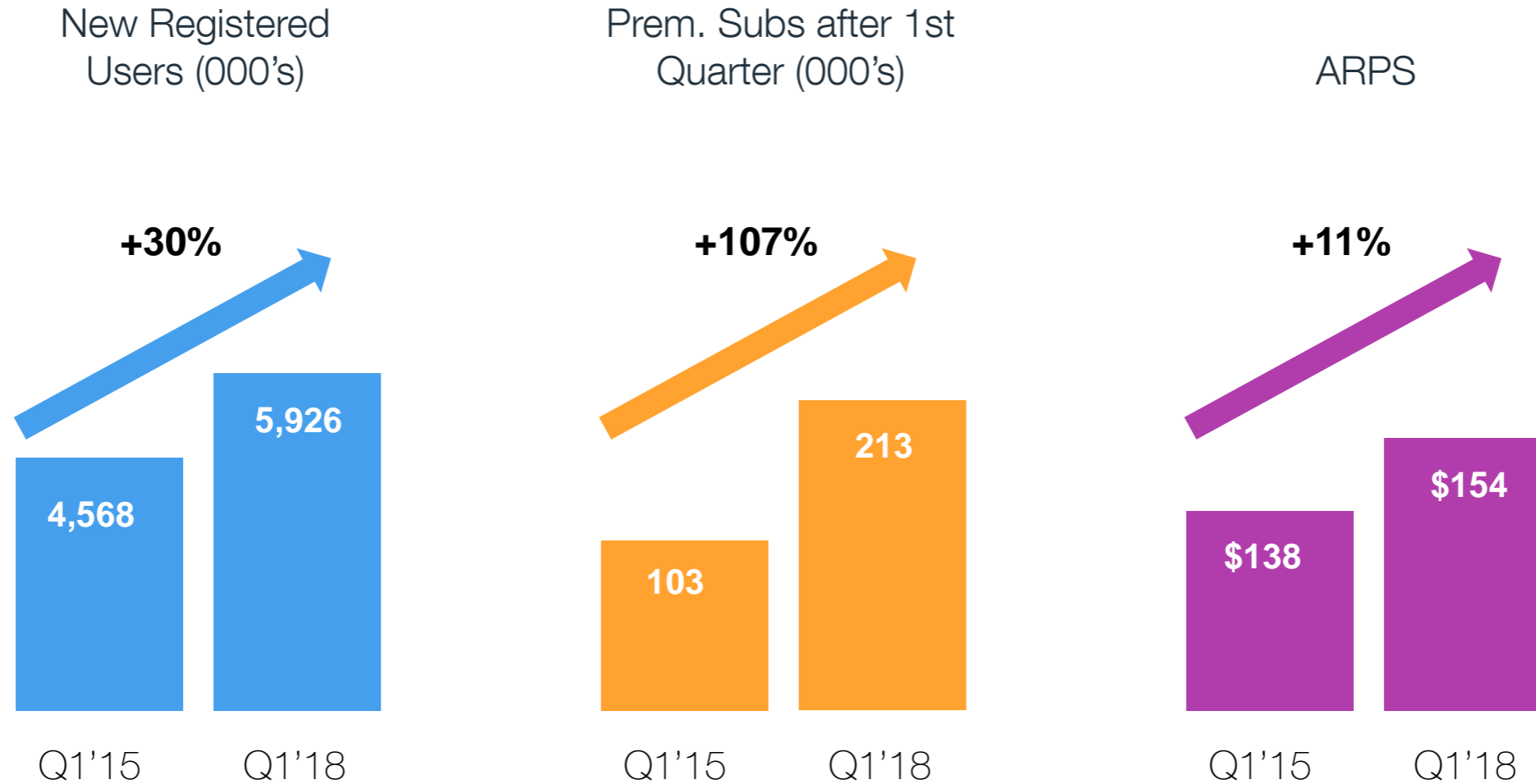


Note: Data represents actual Collections from Q1'10 – Q1'18; cohorts since creation and forecasted future cumulative collections through Q1'25, based on current cohort behavior

Driving Growth: New Cohorts

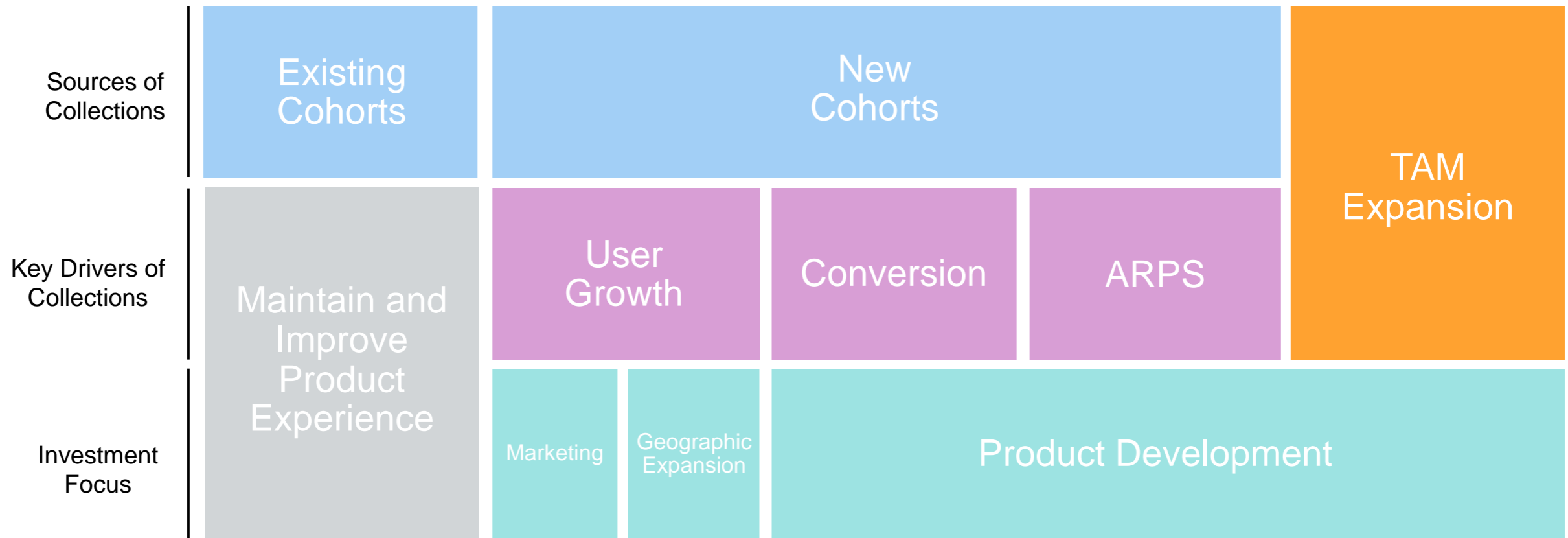


Excellent Track Record of Increasing KPIs



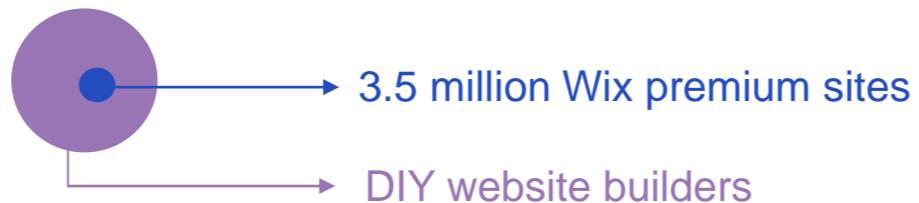
Note: Data as of March 31, 2018

Driving Growth: TAM Expansion

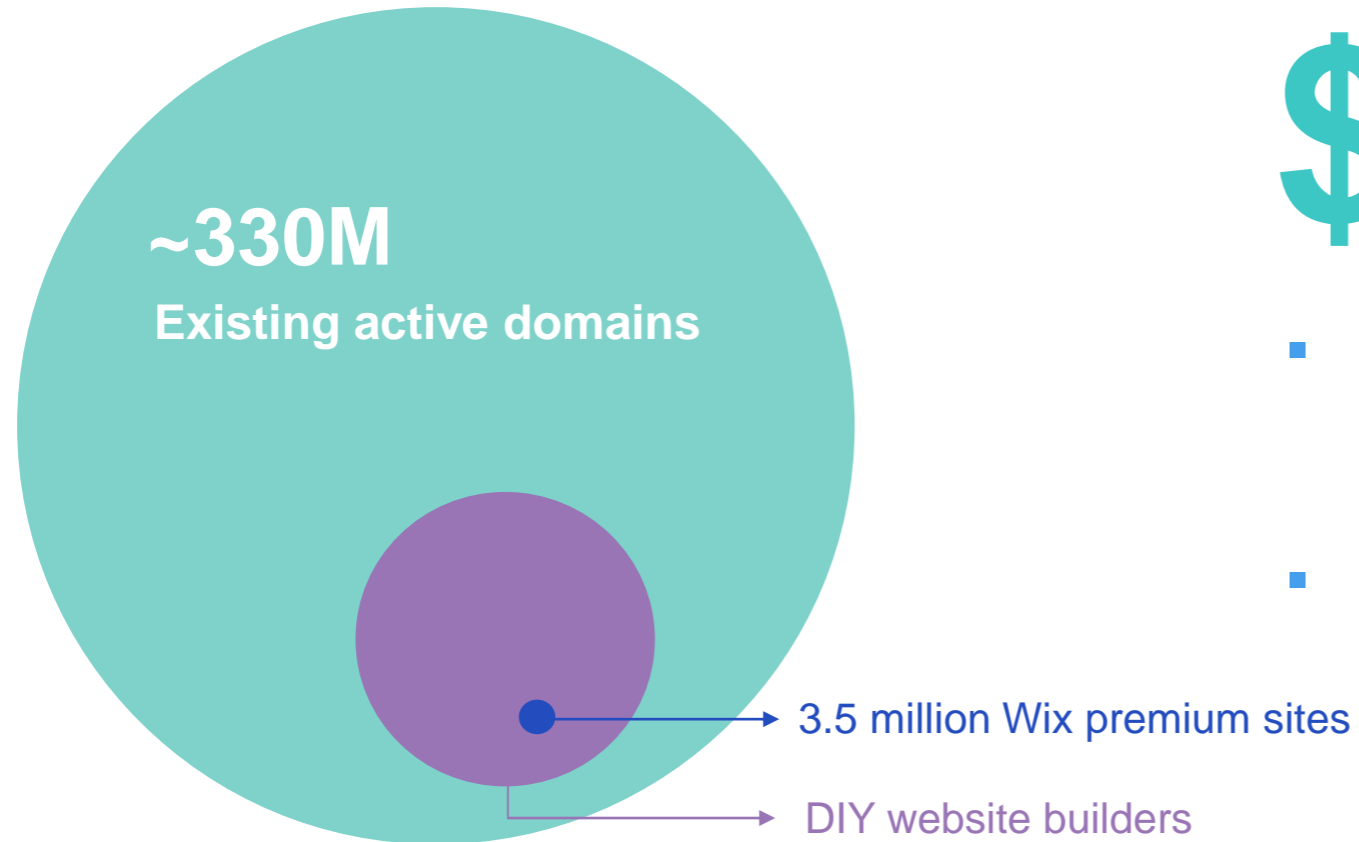


Addressable Market Expansion

\$30B+
Existing Market



Wix Code Expands Addressable Market by 10X



\$300B+

- Every time we improve capabilities at Wix, the DIY website builder opportunity expands
- Wix Code expands the entire opportunity

Wix Code monetization framework

Users ▶



Wix Users



Wix Experts and Agencies



Pro Developers

Opportunity ▶

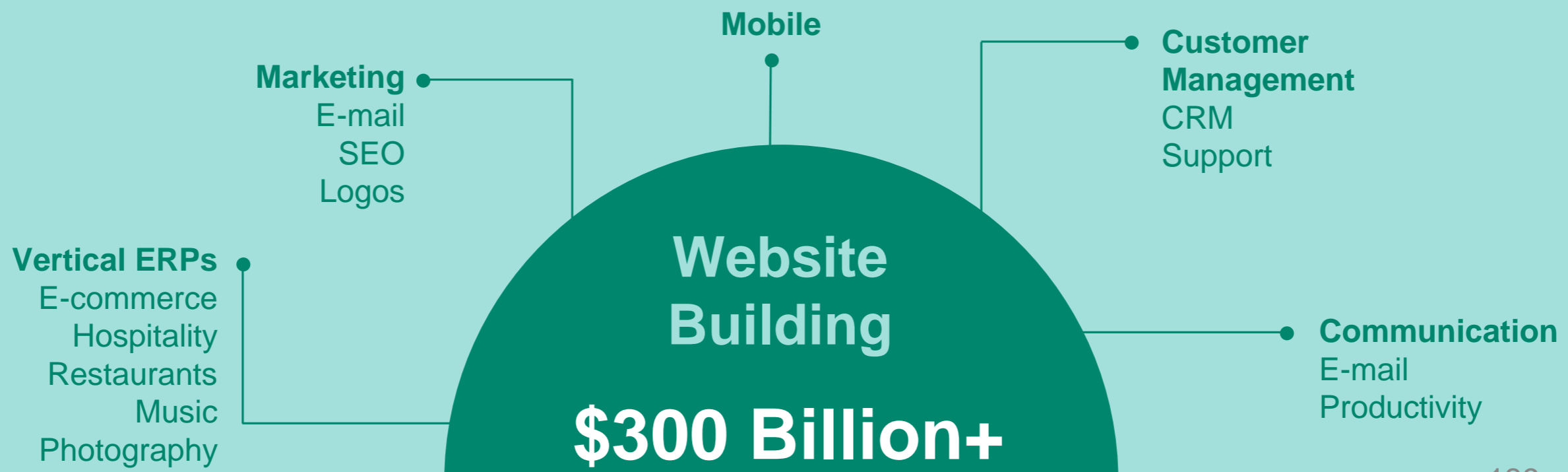
**Increases
in conversion**

Considering higher pricing:

- Higher tier packages
- Variable pricing based on usage
- Subscription + variable pricing combination
- Other opportunities under consideration

Manage & Grow Your Business

Multi-\$100 Billion+



WIX.com

Target Model

R&D and FCF Margins Can Change Based on Growth State

High collections growth

Steady state growth

R&D investment
Y/Y growth

↑ Increase

↓ Decrease

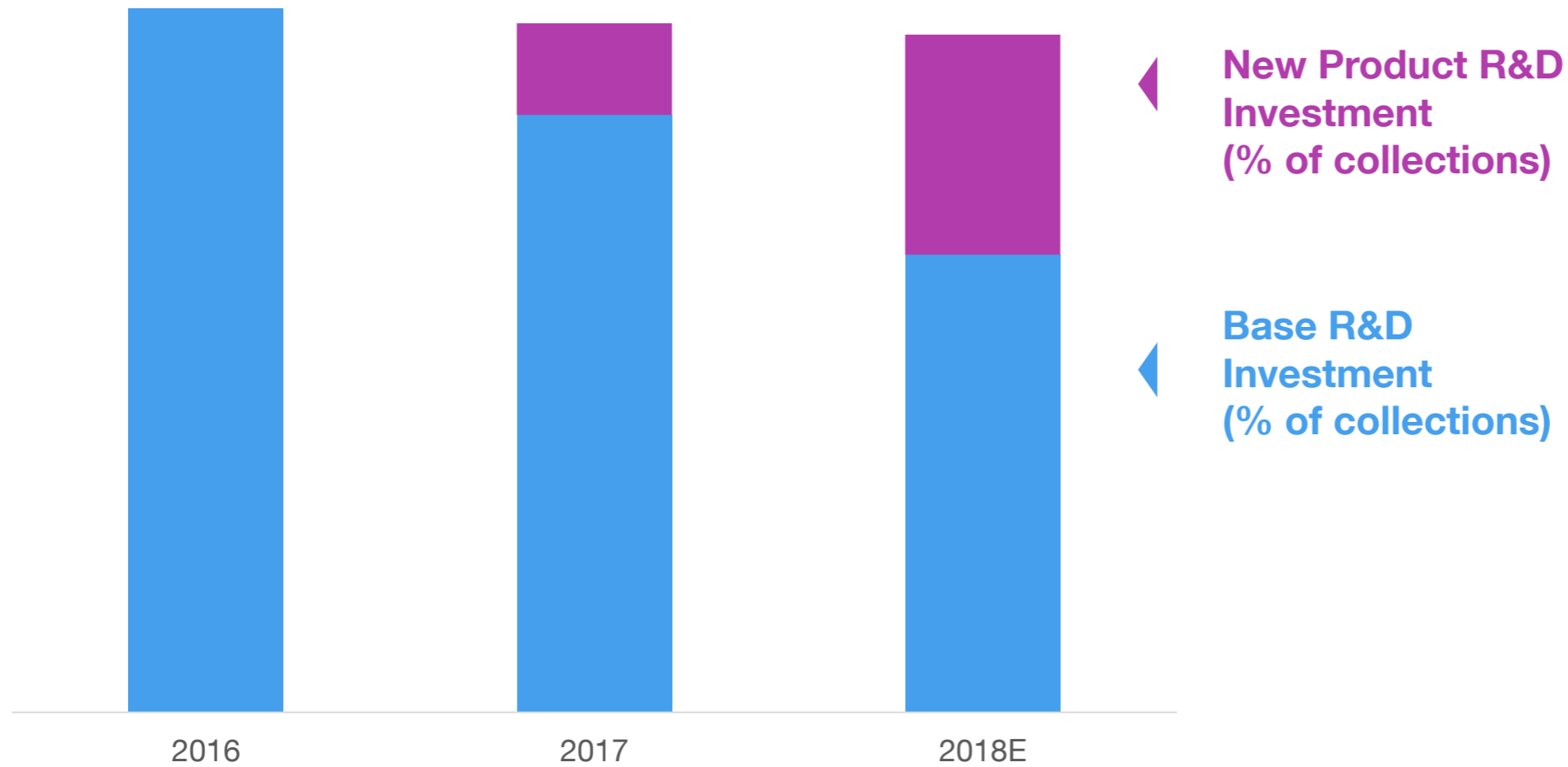
FCF Margins

Modest
Increase

↑ Increase

High collections growth will push out timing of reaching target model but will result in higher FCF at steady state

New Products are a Growing Part of R&D Investment



**On a path to reaching
our financial targets**

Continuing To Drive Leverage In The Model

Non-GAAP	2015	2016	2017	2018E	Target Model (Steady State)
Gross margin (% of revenue)	83%	85%	85%	80%	80-82%
R&D (% of collections)	28%	26%	25%		18-20%
S&M (% of collections)	48%	44%	40%	35-36%	28-30%
G&A (% of collections)	6%	6%	7%		6-7%
FCF margin (% of collections)	6%	11%	15%	15-16%	30%

Note: Reconciliations from Non-GAAP to GAAP figures are available in the appendix. Gross margin % decrease due to Google accounting change

Committed to Reducing Share Dilution

Implementing Cashless Net Exercise

	Current	Cashless Net Exercise
Exercised options	100	100
Strike price	\$50	\$50
Price @ exercise	\$100	\$100
Cash equivalent to employee	\$5,000	\$5,000
Total new WIX shares issued	100	50

- Upon exercise of option, Wix will issue only the net shares
- Remaining shares withheld at fair market value equal to the exercise price and will not be returned to shares reserved for issuance under our incentive plan
- Implemented for future equity grants and retroactively on existing issued options
- **Result:**
 - Lower number of new shares issued upon the exercise of options
 - Economic benefit similar to a share repurchase program

Expected to decrease share issuances for option exercises by approximately 1.6 million shares based on current share price

Note: based on the share price as of June 1, 2018

Takeaways

- **Proven business model and strong track record**
- **Confident in ability to generate growth**
- **Expanding product offering resulting in expanding TAM**
- **Confident in achieving target model**

Highlights

- **130M** Registered Users with **2M** New registered users every month
- Website building is a **+\$300B market**: Wix Code expands addressable market by **10x**
- Existing cohorts expected to generate future collections of **\$4.3 Billion**
- Every new 100K Net Subscriptions = **\$165 Million** in Collections over **8** years at an 80% Gross Margin
- TROI **remained stable** over the last 3 years while marketing investment and collections **grew 2.3x**
- On track to achieve **target model**

Appendix

**ANALYST &
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Non-GAAP Financial Results

in 000s	2017	2018	Full Year	
	Q1	Q1	2016	2017
Revenues	\$92,538	\$137,775	\$290,103	\$425,636
Collections	\$114,546	\$159,655	\$342,069	\$483,989
Non-GAAP Gross Profit	\$78,209	\$109,952	\$246,614	\$359,708
<i>Gross Margin %</i>	<i>85%</i>	<i>80%</i>	<i>85%</i>	<i>85%</i>
Non-GAAP R&D expenses	\$26,094	\$36,785	\$87,570	\$121,293
<i>% of revenues</i>	<i>28%</i>	<i>27%</i>	<i>30%</i>	<i>28%</i>
<i>% of collections</i>	<i>23%</i>	<i>23%</i>	<i>26%</i>	<i>25%</i>
Non-GAAP S&M expenses	\$52,249	\$64,423	\$151,759	\$195,041
<i>% of revenues</i>	<i>56%</i>	<i>47%</i>	<i>52%</i>	<i>46%</i>
<i>% of collections</i>	<i>46%</i>	<i>40%</i>	<i>44%</i>	<i>40%</i>
Non-GAAP G&A Expenses	\$7,404	\$9,506	\$19,814	\$34,275
<i>% of revenues</i>	<i>8%</i>	<i>7%</i>	<i>7%</i>	<i>8%</i>
<i>% of collections</i>	<i>6%</i>	<i>6%</i>	<i>6%</i>	<i>7%</i>
Non-GAAP Operating Income (Loss)	(\$7,538)	(\$762)	(\$12,529)	\$9,099
<i>% of revenues</i>	<i>(8%)</i>	<i>(1%)</i>	<i>(4%)</i>	<i>2%</i>
<i>% of collections</i>	<i>(7%)</i>	<i>(0%)</i>	<i>(4%)</i>	<i>2%</i>
Non-GAAP Net Income (Loss)	(\$7,952)	(\$2,121)	(\$14,555)	(\$549)

Note: non-GAAP items exclude the impact of share-based compensation expense, amortization of intangibles, withdrawn secondary expenses and acquisition-related expenses; Q1 2018 based on ASC 606

Reconciliation of GAAP to Non-GAAP Measures

in 000s	2016				2017				2018
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Revenue	\$61,586	\$68,730	\$75,611	\$84,176	\$92,538	\$103,522	\$111,031	\$118,545	\$137,775
Change in deferred revenue	\$14,108	\$12,723	\$11,659	\$13,476	\$22,008	\$13,599	\$9,088	\$13,658	\$21,880
Collections	\$75,694	\$81,453	\$87,270	\$97,652	\$114,546	\$117,121	\$120,119	\$132,203	\$159,655
in 000s	2016				2017				2018
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
GAAP Gross Profit	\$51,079	\$57,712	\$64,587	\$71,438	\$77,675	\$85,497	\$92,204	\$100,869	\$108,731
Share Based Compensation	\$428	\$475	\$466	\$429	\$506	\$695	\$783	\$946	\$1,079
Amortization	\$0	\$0	\$0	\$0	\$0	\$1,040	\$757	(\$1,292)	\$142
Acquisition Related Expenses	\$0	\$0	\$0	\$0	\$28	\$0	\$0	\$0	\$0
Non-GAAP Gross Profit	\$51,507	\$58,187	\$65,053	\$71,867	\$78,209	\$87,232	\$93,744	\$100,523	\$109,952

Note: Q1 2018 based on ASC 606

Reconciliation of GAAP to Non-GAAP Measures

in 000s	2016				2017				2018
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Research and development (GAAP)	\$24,472	\$25,483	\$26,536	\$28,877	\$32,669	\$36,749	\$40,252	\$43,965	\$46,502
Options compensation	\$3,111	\$3,558	\$3,718	\$4,156	\$4,726	\$6,586	\$7,190	\$7,725	\$8,485
Amortization	\$137	\$136	\$138	\$136	\$136	\$138	\$136	\$136	\$137
Acquisition related expenses	\$1,183	\$397	\$514	\$614	\$1,713	\$860	\$889	\$2,107	\$1,095
Non-GAAP research and development	\$20,041	\$21,392	\$22,166	\$23,970	\$26,094	\$29,165	\$32,037	\$33,997	\$36,785
Selling and marketing (GAAP)	\$40,454	\$36,026	\$40,010	\$40,022	\$54,329	\$48,016	\$51,184	\$50,906	\$67,011
Options compensation	\$981	\$1,122	\$1,237	\$1,213	\$1,419	\$1,778	\$1,826	\$1,562	\$2,042
Amortization	\$50	\$50	\$50	\$50	\$50	\$62	\$55	\$1,535	\$309
Acquisition related expenses	\$0	\$0	\$0	\$0	\$611	\$0	\$0	\$496	\$237
Non-GAAP selling and marketing	\$39,423	\$34,854	\$38,723	\$38,759	\$52,249	\$46,176	\$49,303	\$47,313	\$64,423
General and administrative (GAAP)	\$5,921	\$6,693	\$7,073	\$7,281	\$11,148	\$11,295	\$12,222	\$13,521	\$13,670
Options compensation	\$1,617	\$1,772	\$1,743	\$2,022	\$2,331	\$2,920	\$3,236	\$3,471	\$4,068
Acquisition related expenses	\$0	\$0	\$0	\$0	\$1,413	\$0	\$0	\$540	\$96
Non-GAAP general and administrative	\$4,304	\$4,921	\$5,330	\$5,259	\$7,404	\$8,375	\$8,986	\$9,510	\$9,506

Note: Q1 2018 based on ASC 606

Reconciliation of GAAP to Non-GAAP Measures

in 000s	2016				2017				2018 Q1
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
GAAP Operating Loss	(\$19,768)	(\$10,490)	(\$9,032)	(\$4,742)	(\$20,471)	(\$10,563)	(\$11,454)	(\$7,523)	(\$18,452)
Share Based Compensation	\$6,137	\$6,927	\$7,164	\$7,820	\$8,982	\$11,979	\$13,035	\$13,704	\$15,674
Amortization	\$187	\$186	\$188	\$186	\$186	\$1,240	\$948	\$379	\$588
Acquisition Related Expenses	\$1,183	\$397	\$514	\$614	\$3,765	\$860	\$889	\$3,143	\$1,428
Non-GAAP Operating Income (Loss)	(\$12,261)	(\$2,980)	(\$1,166)	\$3,878	(\$7,538)	\$3,516	\$3,418	\$9,703	(\$762)

in 000s	2016				2017				2018 Q1
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
GAAP Net Loss	(\$19,912)	(\$11,420)	(\$9,643)	(\$5,921)	(\$20,885)	(\$14,264)	(\$14,519)	(\$6,605)	(\$19,811)
Share Based Compensation & Other Non-GAAP Adjustments	\$7,682	\$7,707	\$8,074	\$8,878	\$12,933	\$14,079	\$14,872	\$13,840	\$17,690
Non-GAAP Net Income (Loss)	(\$12,230)	(\$3,713)	(\$1,569)	\$2,957	(\$7,952)	(\$185)	\$353	\$7,235	(\$2,121)

in 000s	2016				2017				2018 Q1
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Net cash provided by operating activities	(\$925)	\$11,314	\$10,470	\$19,714	\$16,397	\$19,651	\$22,063	\$24,941	\$24,779
Capital expenditures, net	(\$1,209)	(\$1,129)	(\$1,046)	(\$1,031)	(\$1,616)	(\$2,239)	(\$3,128)	(\$5,386)	(\$3,358)
Free Cash Flow	(\$2,134)	\$10,185	\$9,424	\$18,683	\$14,781	\$17,412	\$18,935	\$19,555	\$21,421